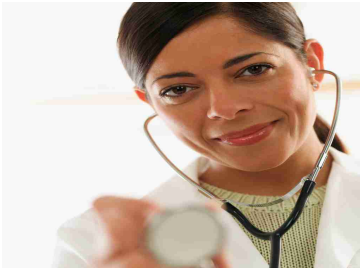




TAP Consulting, LLC

Reaching Maximum Growth By Strengthening Your Foundational Skills



About Us

TAP Consulting Company's mission statement is to fulfill the unmet training needs of small- to medium-size biotech, medical device and pharmaceutical companies. This is accomplished by assessing current training needs and providing basic and advanced selling skills and customer knowledge training to sales representatives and managers.

Industry Partners

- Blanchard and Company
- Medical Communications
- Metamorph Physician Assessments
- Proficient Learning
- Survis Group
- Global Vision Technologies

Current Clients

- Pfizer Consumer Health
- Novartis Ophthalmics Canada
- Alimera Sciences
- Alliant Pharmaceuticals
- UCB Pharma
- Eisai
- Ciba Vision
- CSL Behring
- Sciele Pharma
- Hollister Inc.





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About TAP's Curriculum

All of TAP's curriculum is designed based on the latest research gathered from doctors. TAP has utilized information from physician focus groups, surveys, studies and observations from doctor/rep role-plays. All of our courses are uniquely tailored to help pharmaceutical and medical representatives sell more effectively to their physician customers.

TAP Consulting Company Course Offering

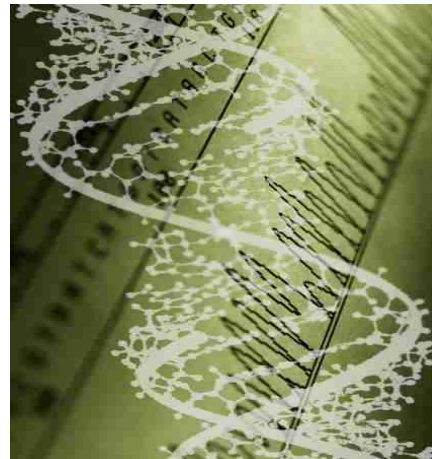
Customer Knowledge

- Understanding Your Physician Customer Workshop
- The MD Mindset *
- Introduction to the Pharmaceutical Industry



Selling Skills

- Clinical Strategic Selling Skills
- Handling Physician Objections
- CPR Probing Strategies
- Advanced Listening Skills
- Selling Against the Competition
- Advanced Closing Skills
- Negotiation Skills

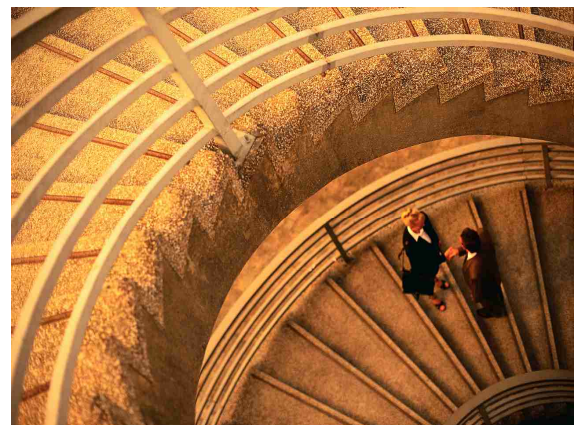


Knowledge of Clinical Studies

- SOAP Clinical Presentation Skills*
- The 15-30 second SOAP*
- Understanding Clinical Studies
- Handling Clinical Objections

Leadership Development

- Basic Coaching Model for Sales Leaders
- Coaching For Results
- Executive Coaching for Sales Leaders
- Conducting Effective Meetings
- One Minute Manager
- Presenting With Power and Impact
- Situational Leadership for Sales Leaders
- Apollo 13 Leadership Program

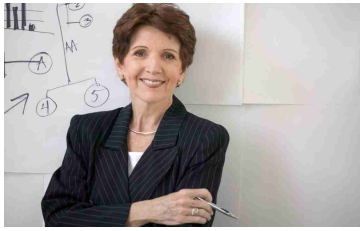


* TAP is an authorized facilitator for MD Mindset Selling Courses



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Testimonials

Three weeks after your Objection Handling course our sales rose from 300 - 400 scripts per week for Orapred ODT!" "We believe it was directly linked to the training."

Mark Pugh; President, Alliant Pharmaceuticals

"Jim has a passion for training and a commitment to excellence like no one I have ever seen!"

Steve Lang; Head of Sales, Ista Pharmaceuticals

"I have been through numerous training presentations that Jim has given in my three years with the company." "He always takes complex science concepts and breaks them down into sound bites useful in the physician call." The power point presentation and Jim's delivery on the conference call were as beneficial as sitting in our training room." "I was surprised at how much retention I had following the conference call!" It was one of the most meaningful conference calls I have been on!"

Rick Buller; Novartis Sales Representative

"The reps and managers have all said that the training that they received both in person and via conference call was some of the best they have ever had!"

Jill Blinderman; Head of Sales, PDI Inc.

"This is the best course I have taken in my 25 years in pharmaceuticals."

Sue Pickens, CSL Behring

"I loved Jim's training format!" "It was very interactive and informative."

Alliant Pharmaceuticals Representative

"Jim received an overall rating of 4.7 out of a possible score of 5!" "Jim was dynamic and made the terms easy to understand and grasp." "He made learning fun!"

Novartis Ophthalmics Canada; From an Anonymous Post Course Survey