CONNECT YOURSELF!

We are rolling out a new campaign where AMs will record best practices on various topics throughout the year. To get started, we'd like to ask the AFT team to participate in a pilot before we expand the campaign to the field.

Using your iPhones, we would like you to shoot selfies as a fun and informative way of sharing your best practices or creative ideas aimed at improving sales effectiveness. We're calling it the 'CONNECT Yourself' campaign. All you need is an interesting perspective and a selfie stick to record a short video based on any *or* all of the topics listed below. The more videos you submit, the greater the chance you'll be featured on CONNECT! Your biggest challenge might be figuring out how to capture each story in **30-45 seconds**!

Please click on the link below for simple instructions on uploading your selfies. **All submissions are due by March 7th**. Let us know if you have any questions. We look forward reviewing your submissions!

ONFI TOPICS

- How are you using the new Jake profile effectively in the field?
- How have you impacted business using the new efficacy spread?
- How have you used the CONTAIN infographic successfully in the field?
- How are you customizing your messaging based on your BI data?
- How are you messaging effectively to your High-Decile 5-10 A1/A2 Physicians vs your Low-Decile 1-4 A1/A2 Physicians vs your B/C Physicians?

NORTHERA TOPICS

- What successes have you had since the Lundbeck National Meeting using the NSC?
- What probes have you used to successfully uncover why an HCP may be choosing a competitive product? Furthermore, how have you effectively positioned NORTHERA as a solution or alternative to that HCP?

SABRIL TOPICS

- How are you effectively communicating the urgency to treat with one of two medications approved for IS?
- How are you applying segmentation principals to drive your business and uncover new opportunities?
- What Share*Plus* messages are you using successfully and how are you customizing them to different members of the treatment team?