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!

ABILIFY MAINTENA TOPICS (*Alpha Team*)

- What are some key sales call messaging to use during an ABILIFY MAINTENA sales call using tools such as BI, Managed Care, ISA, Visual Aid Assure, etc.?
- Can you tell an effective and engaging ABILIFY MAINTENA story to move a prescriber's level of adoption with the 5 key messages: long and short term data, efficacy, safety, and tolerability?
- How do you plan an effective and focused portfolio sales call for two products based on account, customer, and situational information?

BRINTELLIX TOPICS (*Alpha, Beta & Gamma Teams*)

- How do you utilize segmentation in your call plan to deliver an impactful sales call?
- Can you tell a compelling patient story that is tailored for a physician segment and based on writer qualification (non-writer, writer, and adopter)?
- What are some effective probing questions regarding treatment choices?
- How do you effectively use the Disease Awareness piece to move the dialogue with HCPs forward?
- How do you effectively transition from the Disease Awareness piece to ISA?
- How do you gain insight into your customers' treatment decisions?

- How do you effectively and appropriately position BRINTELLIX as the first choice monotherapy earlier in the treatment algorithm?
- What makes a probing question effective?

- How do you confidently create effective questions that will lead to business growth?

REXULTI TOPICS (*Beta Team*)

Adjunctive MDD Visual Aid and Patient Profiles

- Can you tell the REXULTI story using the Adjunctive MDD Visual Aid and Patient Profiles?
- Can you tell the REXULTI story using the SZ Visual Aid and Patient Profiles?
- How do you use "hooks" to increase customer engagement and extend call time after closing on the first product or first indication of REXULTI?
- Can you discuss different patient types using your selling skills?
- How do you plan an effective and focused portfolio sales call for two products based on account, customer, and situational information?
- How do you utilize your BI tool as a guide if an HCP should receive a SZ or MDD message for REXULTI?

Adjunctive MDD Reprint Carrier

- What is the appropriate utilization of the new MDD Reprint Carrier?
- Can you tell the REXULTI story using the Reprint Carrier?
- How can the Reprint Carrier be used with the right customer at the right time?
- How do you present the Reprint Carrier with confidence, and as effectively as the Visual Aid, in interactions with HCPs?