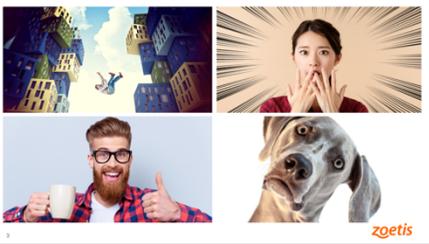
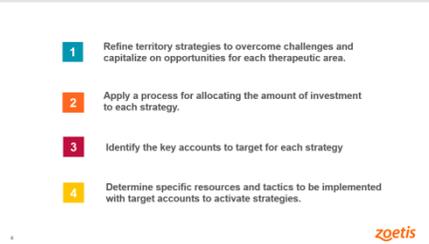


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SLIDE	NOTES FOR PRESENTER
	<p><b>Notes:</b></p> <ul style="list-style-type: none"> <li>○ When appropriate add personal tips and insights as necessary.</li> <li>○ Participants have completed their strategies for each therapeutic area but will be assigned to work on creating tactical plans for one therapeutic area during the webinar.</li> <li>○ Facilitator will have pre-populated slides with strategies, targets and tactics for one therapeutic area to demonstrate the processes taught in this webinar.</li> <li>○ Record both webinars and share with learners so they can refer to it as they do their homework.</li> <li>○ Create a reference section in Rise course so learners can use it when they build the rest of their tactical plans for the other therapeutic areas.</li> </ul>
	<p><b>DO:</b> Welcome participants and thank them for joining. Introduce the ABM or RBD on the phone and their role on the call. Share that you are excited to see the work they've done since the last webinar.</p> <p><b>SAY:</b> If you have not already, please open your Territory Planning Template PPT and your Tableau reports in a different browser window than the webinar.</p> <p>We're going to use new tools in our Webinar today.</p>
	<p><b>DO:</b> Point out the annotation tool bar on your screen.</p> <p><b>SAY:</b> I'll teach you how to use them each step of the way.</p>

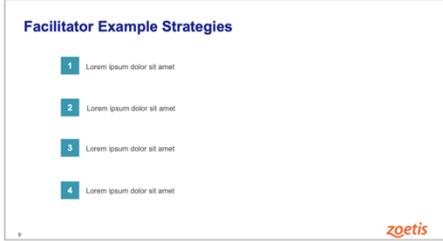
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	<p>Invite people to type their names in the chat box and welcome them by name.</p> <p><b>DO:</b> Grab the text tool, click on the screen and type your first name. As people type, welcome them. After everyone has typed their name, clear the screen.</p>
	<p><b>DO:</b> Show four pictures on screen which represent the different experiences one can have creating their strategies.</p> <p><b>ASK:</b> Looking at the pictures on the slide, which one most represents your experience in creating your territory strategies and why? Use the text tool and type your name directly on the picture.</p> <p><b>DO:</b> Invite people to share their answers. Allow 30 seconds for each answer.</p> <p><b>SAY:</b> No matter how we felt when we did it, we got it done!</p>
	<p><b>SAY:</b> During our webinar, we'll build on your work today and accomplish these objectives.</p> <p><u>Objective 1:</u> Refine territory strategies to overcome challenges and capitalize on opportunities for one therapeutic area.</p> <p><u>Objective 2:</u> Apply a process for allocating the amount of investment to each strategy.</p> <p><u>Objective 3:</u> Identify the key accounts to target for each strategy</p> <p><u>Objective 4:</u> Determine specific resources and tactics to be implemented with target accounts to activate strategies</p> <p>At the end of the webinar, you'll walk away with a tactical plan for one therapeutic area in your</p>

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	<p>territory. For homework you will take the steps learned today to complete the tactical plans for your entire Territory Plan.</p>
	<p><b>SAY:</b> For pre-work you were tasked with developing strategies for each of your core therapeutic areas. Let's review what you have created.</p>
	<p><b>SAY:</b> But, before we get started, let's clarify two important terms we will use today.</p> <ul style="list-style-type: none"> <li>○ A strategy defines the specific actions to achieve your goals. Strategies are a choice in action which includes considering and rejecting alternative options.</li> <li>○ Tactics are the smaller steps and tasks completed along the way of executing the strategy. They involve best practices, specific plans, resources, etc. They're also called initiatives.</li> </ul>
	<p><b>DO:</b> Have participants take turns sharing their strategies and rationale for their therapeutic area. Allow 5 minutes per participant. Participants have 3 minutes to share their strategies followed by 2 minutes of feedback.</p>
	<p><b>DO:</b> After explaining their rationale, ask the non-presenting participants to answer the following questions for the presenter:</p>

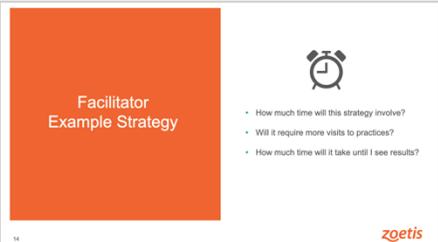
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	<ul style="list-style-type: none"> <li>○ What did I do well? (What works?)</li> <li>○ What am I missing?</li> <li>○ What could I improve?</li> </ul> <p><b>[INTERACTIVE OPTION]</b>: Learners can use the square tool to put a checkmark next to the strategies on the screen that are done well. For areas of improvement, learners could type an * next to each strategy.</p> <p>The other participants offer responses</p>
	<p><b>DO:</b> After everyone has shared, the facilitator shares their strategies for one therapeutic area and asks for feedback from the learners using the same questions and tools.</p> <p>Facilitator clears the slide.</p>
	<p><b>SAY:</b> Explain that after solidifying strategies for each therapeutic area, the next step is to prioritize each strategy.</p>

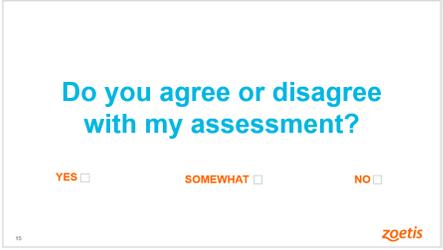
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	<p><b>SAY:</b> To begin the prioritization of our strategies, we will rank our strategies by impact vs. effort.</p> <p>You will consider which strategies have high impact with little effort and what strategies require lots of effort for low impact. Basically, you are looking at your ROI or return on investment.</p>
	<p><b>SAY:</b> To prioritize your strategies we will be using the Impact/Effort Matrix. Each quadrant in the matrix helps you evaluate where best to assign time and resources.</p> <p>It plots activities against two variables:</p> <ul style="list-style-type: none"> <li>○ Level of Effort (Horizontal Axis) – How much time, money, resources, and capacity will be needed to achieve the desired outcome.</li> <li>○ Level of Impact (Vertical Axis) – How much value or impact the outcomes will have on your sales.</li> </ul>
	<p><b>DO:</b> Use the pointer tool to highlight the different quadrants.</p> <p><b>SAY:</b></p> <ul style="list-style-type: none"> <li>○ Quick Wins – Give the best return based on the effort. A great example of one is building on the success of already owning most of an account’s BIOS business and focusing on rabies or Bordetella to “pull through the entire fridge.”</li> <li>○ Major Projects – Provide long-term returns but may be more complex to execute. An example of this would be trying to change clinic treatment protocols, which would require convincing all the Veterinarians to</li> </ul>

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	<p>diagnose and treat in a similar fashion that may be different than what they are used to. It would have a tremendous impact on sales but requires support resources and time.</p> <ul style="list-style-type: none"> <li>○ Fill ins – Don’t require a lot of effort but they don’t offer many benefits. Examples could include dropping off business card, cookies, and marketing materials, which are great rapport building efforts, but may not have the impact of other strategies.</li> <li>○ Thankless Tasks– Time-consuming activities with low impact that should be avoided or minimized, if possible. For Diagnostics: This could be switching a practice from a reference lab, which requires a ton of effort but the customer rarely appreciates it because they have already had experiences with sample labs. In Petcare this may be utilizing samples to drive product utilization, as it is a valuable resource, which takes time to distribute and the clinic may take it for granted.</li> </ul>
 <p>The slide features an orange square on the left with the text 'Facilitator Example Strategy'. To the right is a clock icon and a bulleted list of three questions: 'How much time will this strategy involve?', 'Will it require more visits to practices?', and 'How much time will it take until I see results?'. The Zoetis logo is in the bottom right corner.</p>	<p><b>SAY:</b> To assess the degree of effort required for each strategy, take into consideration three areas of investment: finances, resources, and time needed to execute the strategy. Let’s start with assessing time.</p> <p><b>ASK:</b></p> <ul style="list-style-type: none"> <li>○ How much time will this strategy involve?</li> <li>○ Will it require more visits to practices?</li> <li>○ How much time will it take until I see results?</li> <li>○ I think this strategy will require [mention the amount of time]</li> </ul>

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	<p><b>ASK:</b></p> <ul style="list-style-type: none"> <li>○ What are your thoughts?</li> <li>○ Do you agree or disagree with my assessment?</li> <li>○ Or do you somewhat agree?</li> </ul> <p><b>[INTERACTIVE OPTION]:</b> Have people share their answers via a multiple choice on the screen. They can use the checkmark in the square tool.</p> <p>Invite a few people to share their answers.</p> <p><b>SAY:</b> The time you'll allocate on each strategy will vary. Choose wisely.</p>
	<p><b>SAY:</b> Second, determine the Zoetis resources needed to implement the strategy. For example, how many people will I have to engage to execute the strategy? Am I able to do it myself? When more people are needed to execute the strategy, it requires more effort. Explains the resources needed for your strategy.</p>
	<p><b>ASK:</b> What other resources would you recommend? Take a few answers from the group.</p> <p><b>[INTERACTIVE OPTION]:</b> Have learners use the text tool to type their ideas on the screen or in the chat box.</p> <p><b>SAY:</b> Input from our peers makes us better. Be sure to ask your leader for their feedback.</p>

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 <p>Facilitator Example Strategy</p> <ul style="list-style-type: none"> <li>• What is the actual cost in dollars that you will spend?</li> <li>• What is the budget for promotional offers and samples?</li> <li>• If you are hosting a dinner what is the cost?</li> </ul> <p>zoetis</p>	<p><b>SAY:</b> Finally, ask: What is the actual cost in dollars that you will spend? Consider these questions: What is the budget for promotional offers and samples? If you are hosting a dinner, what is the cost?</p> <p>I think this strategy will require [mention the amount of budget required]</p>
 <p>Do you agree or disagree with my assessment?</p> <p>YES <input type="checkbox"/>      SOMEWHAT <input type="checkbox"/>      NO <input type="checkbox"/></p> <p>zoetis</p>	<p><b>ASK:</b></p> <ul style="list-style-type: none"> <li>○ What are your thoughts?</li> <li>○ Do you agree or disagree with my assessment?</li> <li>○ Or do you somewhat agree?</li> </ul> <p><b>[INTERACTIVE OPTION]:</b> Have people share their answers via a multiple choice on the screen. They can use the checkmark in the square tool.</p> <p><b>SAY:</b> The budget you'll allocate on each strategy will vary. Choose wisely.</p> <p>Once you have evaluated the time, resources, and budget required for each strategy you should have a good feeling for the degree of effort required to implement a strategy.</p>
 <ul style="list-style-type: none"> <li>• WHAT DO YOU HAVE SQUARED AWAY?</li> <li>• WHAT DO YOU REALLY UNDERSTAND?</li> <li>• WHAT IS STILL GOING AROUND IN YOUR HEAD?</li> <li>• WHAT NEEDS CLARIFICATION?</li> </ul> <p>zoetis</p>	<p><b>SAY:</b> Please take a moment and look through the content that we have already covered. What do you have squared away? What do you really understand?</p> <p><b>ASK:</b> What is still going around in your head? What needs clarification?</p> <p><b>DO:</b> Allow 2 minutes to for participants to look through content. After two minutes have a few people share their answers. Allow 1 minute.</p>

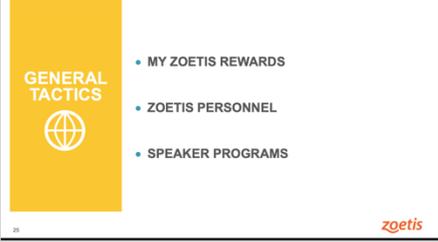
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 <p><b>TIME</b> How much time will this strategy involve? Will it require more visits to practices? How much time will it take until I see results?</p> <p><b>RESOURCES</b> How many people will I have to engage to execute the strategy? Am I able to do it myself?</p> <p><b>MONEY</b> What is the actual cost in dollars that I will spend? What is the budget for promotions and samples? If you are hosting a dinner, what is the cost?</p> <p>zoetis</p>	<p><b>SAY:</b> It's your turn to evaluate the investments you'll make for one strategy in your therapeutic area. Follow the steps I used and ask each question. They are on the screen.</p> <p>You will have 4 minutes to work on one strategy. After 4 minutes, we'll regroup and discuss work.</p> <p><b>DO:</b> Have two participants share their work.</p>
 <p><b>SECTION 3:</b> IDENTIFYING TARGET ACCOUNTS FOR TACTICS</p> <p>zoetis</p>	<p><b>SAY:</b> Let's recap: We built our strategies for your therapeutic areas and used a framework to prioritize one of them. Next, let's identify accounts to target for implementation of the strategies.</p> <p><b>DO:</b> Take 5 minutes for this exercise.</p>
 <p><b>SWITCH TO LIVE TABLEAU VIEW</b></p> <p>zoetis</p>	<p><b>DO:</b> Use the strategy you used to explain the prioritization framework and demonstrate live how to filter Tableau reports to identify accounts to target with tactics for each strategy.</p> <p><b>SAY:</b> For example, the strategy is to cross promote newly launched Pro-Heart 12 by targeting high Simparica users.</p> <p>Another way of identifying opportunities or threats is to review market trends. In this training, we'll look at trends for Petcare, but any species group you serve has industry trends that affect the marketplace. Identifying these trends, addressing them intelligently, and providing our products and services, as solutions are our focus.</p> <p><b>DO:</b> Go to Tableau, filter by focus brands, filter by high Simparica users and identify users and non-users of Pro-Heart 6.</p>

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	<p><b>ASK:</b> Which accounts would you target? Typically, the number of accounts is around 3-5 depending on feel. What do you think?</p> <p><b>[INTERACTIVE OPTION]:</b> Demonstrate how to use the line tool to underline accounts to target. To distinguish the different users, assign a color to each participant and demonstrate the process of using it.</p>
	<p><b>SAY:</b> Use the process I demonstrated and filter Tableau to identify accounts to target for the strategy you just evaluated.</p> <p>You'll have 2 minutes and when you're done, we'll discuss your choices.</p> <p><b>DO:</b> After 2 minutes, have people show their work and the rationale for their choices.</p> <p>Facilitator gives participant presenter control to share their screen.</p> <p>After each person shares, they ask: <u>What am I missing?</u> The group offers insights.</p> <p><b>[Interactive Option]:</b> Facilitator models using the drawing tool to circle areas that the participant sharing may have overlooked.</p>
	<p><b>SAY:</b> Once you have identified the accounts to target, let's choose the specific tactics you'll use with those accounts to activate the strategy.</p> <p>Our marketing teams provide tactics for us to implement in each therapeutic area and our role is to use them creatively to drive sales.</p>
	<p><b>SAY:</b> In general, we have the following tactics</p>

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	<p>available to us for supporting the entire portfolio:</p> <ul style="list-style-type: none"> <li>○ My Zoetis Rewards</li> <li>○ Zoetis Personnel like your ABM, PSVs, Major Accounts Directors, and Dairy Production Specialists, Quality Milk Specialist, Diagnostic Technical Specialist, and Diagnostic Sales Consultant, SAMs, and Regional Marketer</li> <li>○ Speaker Programs</li> </ul>
	<p><b>SAY:</b> In Parasiticides, we can use:</p> <ul style="list-style-type: none"> <li>○ Compliance audits to capitalize on poor compliance, missed doses or owners who leave with nothing.</li> <li>○ Prevention product bundles to encourage portfolio purchases</li> </ul> <p>With Anti-Infectives we can use the Convenia Challenge to incentivize use in dogs larger than 20lbs.</p> <p><b>ASK:</b> When have you used one of these tactics in your territory? What was the result?</p> <p><b>[INTERACTIVE OPTION]:</b> Use the drawing tool to circle a particular tactic you've used. After people have shared, have them explain the result.</p> <p>Have 1 or 2 people share their answers.</p>
	<p><b>SAY:</b> Let's look at Biologics and Dermatology. Tactics for Biologics include:</p> <ul style="list-style-type: none"> <li>○ "Experience the Difference" sampling programs.</li> </ul> <p>Tactics for Dermatology include:</p> <ul style="list-style-type: none"> <li>○ Dermatology basket tour where we fill a basket with all of the OTC products pet</li> </ul>

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	<p>owners use to treat itch and add up the cost of the products to show the financial saving impact of using our products</p> <ul style="list-style-type: none"> <li>○ Dermatological: A Team Approach to Itchy Dogs</li> <li>○ Cross portfolio itch treatment protocol with Simparica, Convenia, and our DERM products</li> </ul> <p>Think about a tactic you tried for these therapeutic areas.</p> <p><b>ASK:</b> What worked and didn't work. What would you do differently?</p> <p>Invite a willing volunteer to share. If no one shares, give a personal example.</p> <p><b>SAY:</b> Be prepared to adjust your tactics in they aren't working. Agility increases success.</p>
 <p>DAIRY TACTICS</p> <ul style="list-style-type: none"> <li>• DAIRY WELLNESS PROGRAMS</li> <li>• CALF AND HEIFER ASSESSMENTS</li> <li>• TRANSITION COW RISK ASSESSMENT</li> <li>• MILK QUALITY RISK ASSESSMENT</li> <li>• ANTIBIOTIC STEWARDSHIP</li> <li>• SCHEDUVAC®</li> <li>• DAIRY HEALTH MANAGEMENT ASSISTANCE</li> </ul> <p>zoetis</p>	<p><b>SAY:</b> For Dairy, we offer Dairy Wellness Programs, calf and heifer assessments, transition cow risk assessment, milk quality risk assessment, antibiotic stewardship, Scheduvac®, and dairy health management assistance.</p>
 <p>PORK TACTICS</p> <ul style="list-style-type: none"> <li>• VACCINATION TRAINING</li> <li>• DAY ONE PIG CARE</li> <li>• INDIVIDUAL SOW CARE TRAINING</li> <li>• INDIVIDUAL PIG CARE TRAINING</li> <li>• RUAA</li> <li>• STOMP SALES</li> <li>• STOMP TECH SERVICES</li> </ul> <p>zoetis</p>	<p><b>SAY:</b> For Pork we have:</p> <ul style="list-style-type: none"> <li>○ Vaccinology Training</li> <li>○ Day One Pig Care</li> <li>○ Individual SOW Care Training</li> <li>○ Individual Pig Care Training</li> <li>○ RUAA</li> <li>○ STOMP – Sales</li> <li>○ STOMP – Tech Service</li> </ul>

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 <p>29</p> <p>zoetis</p>	<p><b>SAY:</b> Turn to back to your Tableau report or list of accounts to target. Choose one or two tactics to use with that account.</p> <p><b>DO:</b> Have a few people show their work for feedback.</p>
 <p>33</p> <p>zoetis</p>	<p><b>SAY:</b> Congratulations! You've learned the process for building a tactical plan for one of your strategies. Your homework is to repeat the process to complete the Territory Plan.</p>
 <p>34</p> <p>zoetis</p>	<p><b>SAY:</b> Let's wrap up with an activity. Search the web or your desktop for a photo that illustrates how you feel after completing one therapeutic area of your Territory Plan. Once you've found it, paste it in the chat box or share your screen and explain your choice. I'll go first.</p>