



TOTAL LEARNING CONCEPTS

PRESS RELEASE

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For immediate release

Total Learning Concepts Designs Training Program For Specialty Biopharma Company To Help Sales Representatives Build Long-Term Customer Relationships

LAWRENCEVILLE, NJ – June 3, 2008 – Total Learning Concepts, a training content company that specializes in e-Learning, has completed the first phase of a two-part training initiative for a specialty biopharma company aimed at providing sales representatives with the skills, knowledge, and practice they need to build long-term relationships with their customers. Total Learning Concepts is a Publicis Healthcare Communications Group Company.

Designed for both new pharmaceutical sales hires and seasoned professionals, the program was developed based on the concepts and theories of conflict resolution, personality profiles, buying cycles, and consultative selling. The program teaches sales representatives how to analyze doctors' needs, work with them to better manage their medical practices, and apply various strategies and techniques at different phases of the selling continuum.

"Physicians have become more than just healthcare providers—they have become businesspeople," said Suzanne Burrell, Vice President and Director of Total Learning Concepts. Today's doctors are concerned with the challenges of running their practices efficiently and keeping costs down without sacrificing the quality of patient care. This means physicians are no longer focused solely on the clinical benefits of products—they are now interested in how products can help them meet non-clinical needs as well."

This customized customer relationship training program is highly interactive and immersive. The first phase of the program introduces Total Learning Concepts' signature selling process and customer analysis tool, and reinforces this training with role playing and techniques for handling resistance.



The second phase of the training program will apply this foundational learning to real-life scenarios, according to Ms. Burrell. “These ‘pull through’ workshops will help to complete the learning path, enabling our client’s sales representatives to build long-term, value-driven relationships with their customers,” Ms. Burrell added.

For more information, please contact Suzanne Burrell at (609) 896-4722 or visit our website at www.tlconline.com.

About Total Learning Concepts

Total Learning Concepts, a leading provider of pharmaceutical and biotech sales training, merges the expertise of their 20 year legacy with training that is timely, innovative and groundbreaking. The company has developed customized training materials used to launch more than 90 pharmaceutical products worldwide, many of which are industry blockbusters. Total Learning Concepts is committed to providing real-world training that can be practically applied for immediate results and outstanding impact. Website: www.tlconline.com

About Publicis Selling Solutions Group

Publicis Selling Solutions Group offers a comprehensive range of sales services for pharmaceutical and biotech companies. Through its divisions—which include Publicis Selling Solutions, Publicis Clinical Health Partners, Publicis Managed Markets, Total Learning Concepts, and Publicis Healthcare Recruiting—the organization delivers messages to all touch-points on the healthcare continuum from healthcare professionals and managed markets to patients and caregivers. The group’s range of services includes field sales teams and support services, recruiting, sales training and content development, clinical health educators, and managed markets account teams. Publicis Selling Solutions Group is a Publicis Healthcare Communications Group company. Website: www.psellingsolutions.com

About Publicis Healthcare Communications Group

Publicis Healthcare Communications Group (PHCG), a member of Publicis Groupe SA, is one of the largest healthcare communications groups in the world with over 2,700 employees located in 10 countries. Worldwide healthcare services include advertising, medical education, sales and marketing, and medical and scientific affairs. PHCG offers its clients a strategic partnership, a strong focus on ensuring value for their marketing spend, and exceptional performance on their assignments. Website: www.publicishealthcare.com

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