

#82nd Marketing Club 14th Riyadh

Customer Persona

Tuesday 14-3-2023

8 PM EGY 9 PM KSA 10 PM UAE

FOUNDER & HOST

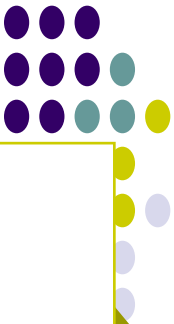
Dr.Mahmoud Bahgat



INSTRUCTOR

Dr.Nagy Mohamed

Marketing & Business Development
Manager



Customer Persona

Nagy Mohamed
Marketing & Business Development Manager
MBA degree, University of Leicester



Speaker: Nagy Mohamed



- **Marketing & Development Manager, Ordesa: March 2016 until now.**
- **Sales executive in GSK, Saudi: Jan. 2006 to Feb. 2016.**
- **Medical Rep., SIMACO, Saudi: June. 2003 to Dec. 2005.**
- **Marketing Club & Mini MBA instructor, in Egyptian Pharmacists Society since Nov. 2014 until now.**
- **MBA degree, University of Leicester 2015.**
- **BSC - school of pharmacy, May 2000.**



Main Points

- **Digital communication obstacles.**
- **Benefits of customer persona.**
- **Definition & history of emotional intelligence.**
- **Impact of customer persona on marketing plan.**
- **Identify the main profile of the doctors.**
- **Understand the main requirements of the doctors.**
- **How to engage with the doctors.**
- **Send the right message using the right channel.**



Digital communication Obstacles

Mass emails:

- Too general.
- Too many emails.
- Too long.
- Too complex.
- Insufficient time to read.

Sources: Physician COVID-19 Response BioPharma Surveys, May 2020, September/October 2020, and May/June 2021; BCG analysis.



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Benefits of Customer Persona



80% of consumers are more likely to purchase a brands that **satisfy their needs.**



**Marketers report
More than 700% increase in **emails outcome** after making segmented campaigns.**



Customer Persona Quotes

- “When people of two styles don’t get along, the problem is usually **inflexibility.**”

(Bolton & Bolton, People Styles at Work)

- The first step in selling is to **identify the kind of person** you’re trying to sell.

(Sales Upbeat, May 23, 1996)

- Behind every sale is a **person.**

(The One Minute Sales Person)



Customer Persona Quotes

- Successful salespeople are **psychologists**; They find out exactly what kind of people they are dealing with.

(Sales Upbeat, December 7, 1995)



Customer Persona Quotes

Adjusting your style to match that of another.

Speak the language of customers.

Need to **accept others** as they are.

People **buy** from people **they like**.

People have one thing in common; **People all different.**

All customers want a salespeople **they can trust.**



Customer Persona Quotes



Ethics and values contribute
more to business success than do strategies.

Tell the Truth
all the time



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Emotional Intelligence

- **Knowing** your emotions.
- **Managing** your own emotions.
- **Recognizing** and understanding others' emotions.
- **Adjusting** the relationship.

Study based on the researches of Merrill & Roger, "Personal Styles and Effective Performance - **1981**" & Bolton & Bolton's "Social Style and Management - **1984**"



Table of Equivalents for the 4 Personality Types

Merrill-Reid	Driver	Expressive	Amiable	Analytical
D.E.S.A.	Dominant	Expressive	Solid	Analytical
Hippocrates Greek Terms (370 BC)	Choleric	Sanguine	Phlegmatic	Melancholy
Western Astrology	Fire	Air	Water	Earth
"What's My Style?" (WMS)	Direct	Spirited	Considerate	Systematic
The P's	Powerful	Popular	Peaceful	Perfect
The S's	Self-propelled	Spirited	Solid	Systematic
The A's	Administrative	Active	Amiable	Analytical
LEAD Test	Leader	Expressor	Dependable	Analyst
ARRAY (Jonathan Knaupp)	Production	Connection	Status Quo	Harmony
Biblical Characters	Paul	Peter	Abraham	Moses
Geier	Dominance	Influencing	Competence	Steadiness
DiSC(r)	Dominance	Influencing of Others	Steadiness	Cautiousness/ Compliance

McCarthy/4MAT System	Common Sense	Dynamic	Innovative	Analytic
Merrill / Wilson	Driver	Expressive	Amiable	Analytic
Plato (340 BC)	Guardian	Artisan	Philosopher	Scientist
Kretschner (1920)	Melancholic	Hypomanic	Anesthetic	Hyperasthetic
Sprangler (1930)	Religious	Aesthetic	Theoretic	Economic
From (1947)	Hoarding	Exploiting	Receptive	Marketing
Psycho-Geometrics (1978)	Triangle	Squiggle	Circle	Square/Rectangle
Type A or B	Type B Motivated	Type B Messy	Type A Casual	Type A Compulsive
PSI	Controller	Promoter	Supporter	Analyst
Brokenleg Reclaiming Youth at Risk	Mastery Achiever Power	Belonging Attached Significance	Generosity Altruistic Virtue	Independence Autonomous Competence
Enneagram	Adventurer Achiever	Helper Romantic	Peacemaker Observer	Assertor Perfectionist
Animals	Bear	Monkey	Dolphin	Owl

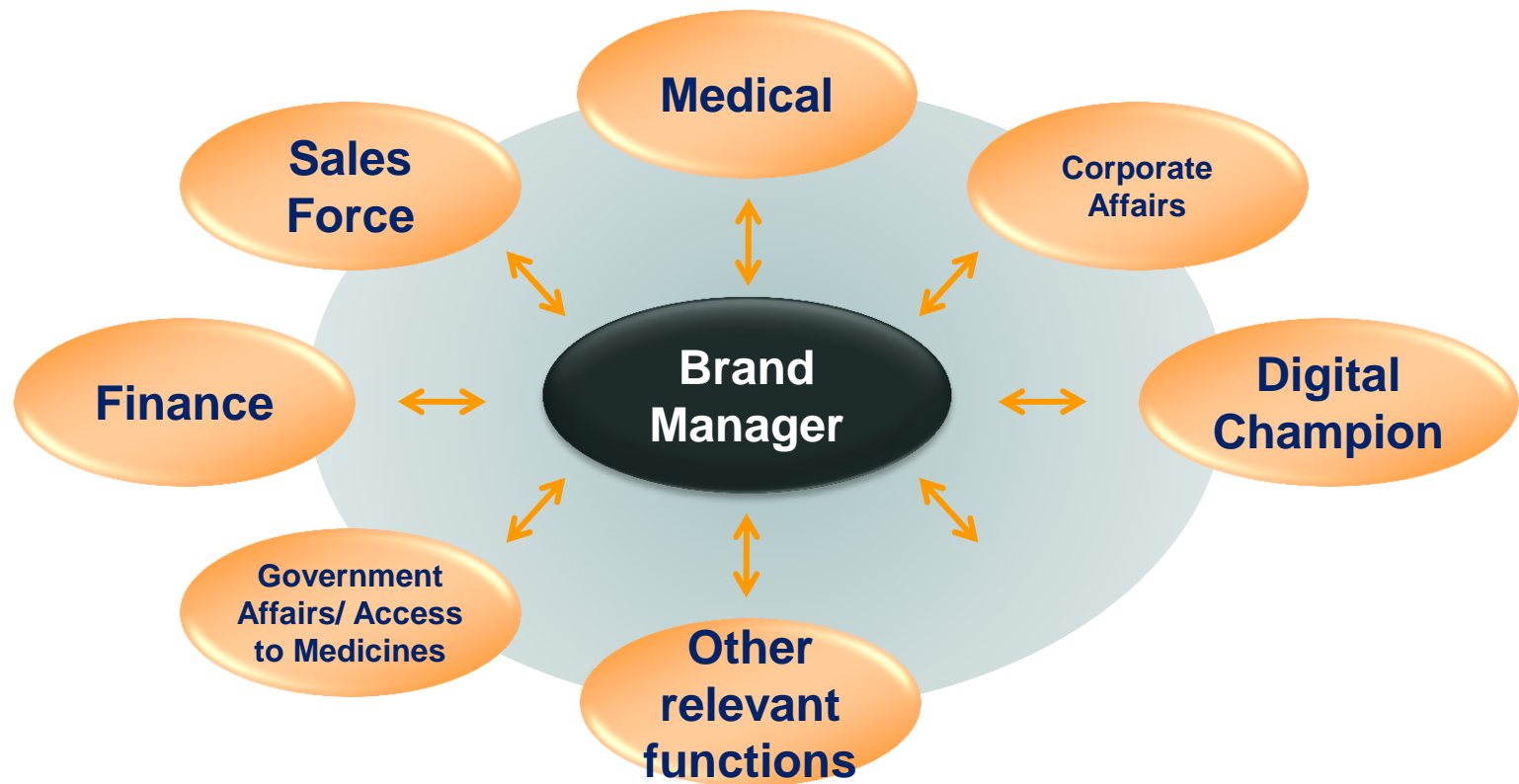
True Colors(r) (1978)	Green	Orange	Blue	Gold
Children's Literature	Rabbit	Tigger	Pooh	Eeyore
Charlie Brown Characters	Lucy	Snoopy	Charlie Brown	Linus
Jane Austen Novel Characters	Emma Woodhouse	Lydia Bennet	Elizabeth Bennet	Marianne Dashwood
Comics	Jason	Snoopy	Cathy	Ziggy
Who Moved My Cheese? (by Spencer Johnson, M.D.)	Sniff	Scurry	Haw	Hem
The Celestine Prophecy (by James Redfield)	Intimidator	Poor Me	Aloof	Interrogator

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Impact of Customer Persona on Marketing Plan



SITUATION ANALYSIS

Where are we now?

OBJECTIVES

Where are we going?

STRATEGY

How do we get there?

TACTICS

How exactly do we get there?

ACTION

The details of tactics

CONTROL

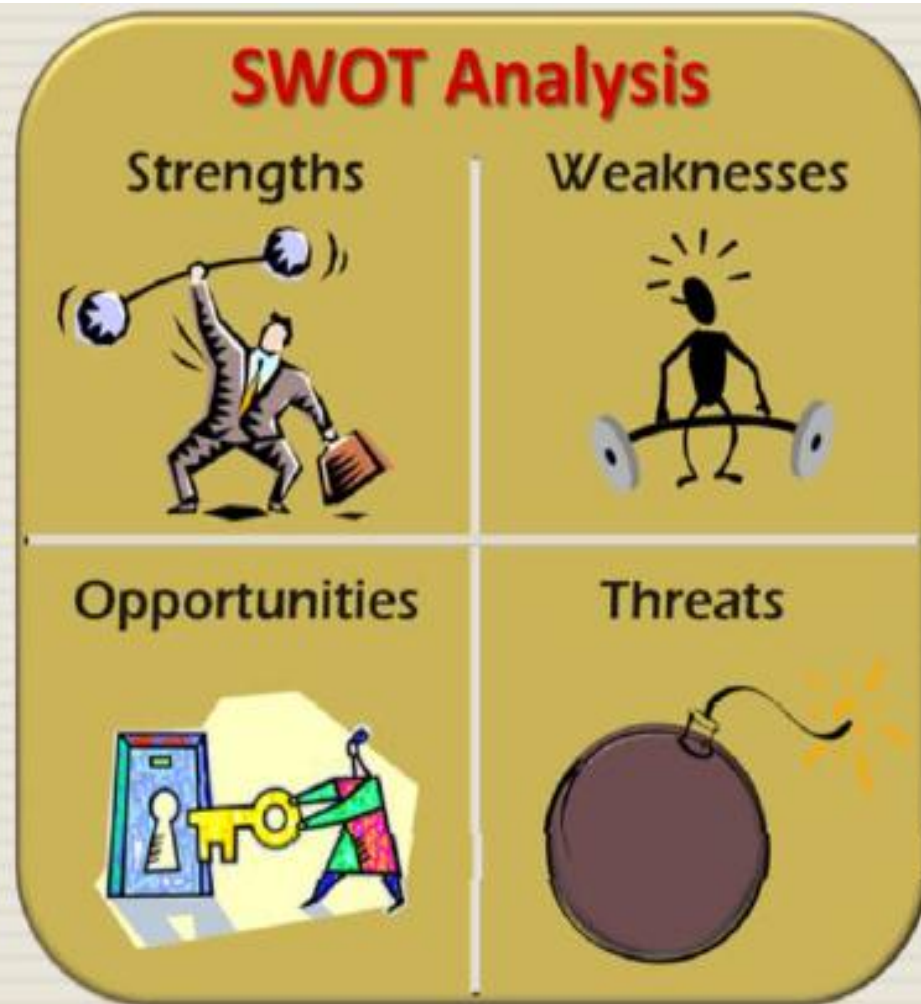
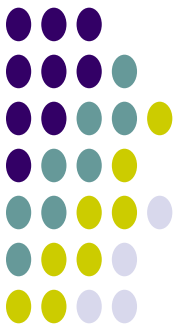
How do we monitor performance?



**SOSTAC
Model**



Situation Scan Summary



SWOT Analysis

Marketing Objectives

1. Quantitative Objectives:

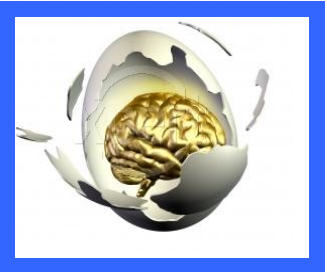
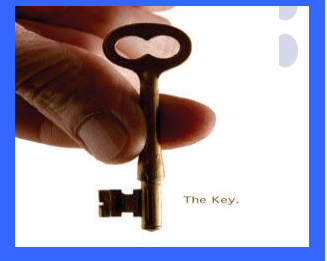
1. Sales forecast
2. Market Share
3. **Market Growth%**
4. Expense
5. Profit

2. Qualitative objectives:

Performance of Sales Force:

Marketing Intelligence: on monthly basis.

Successful implementation of Internal Marketing.



Marketing Strategy



MARKETING STRATEGY



Marketing Strategy



PLC

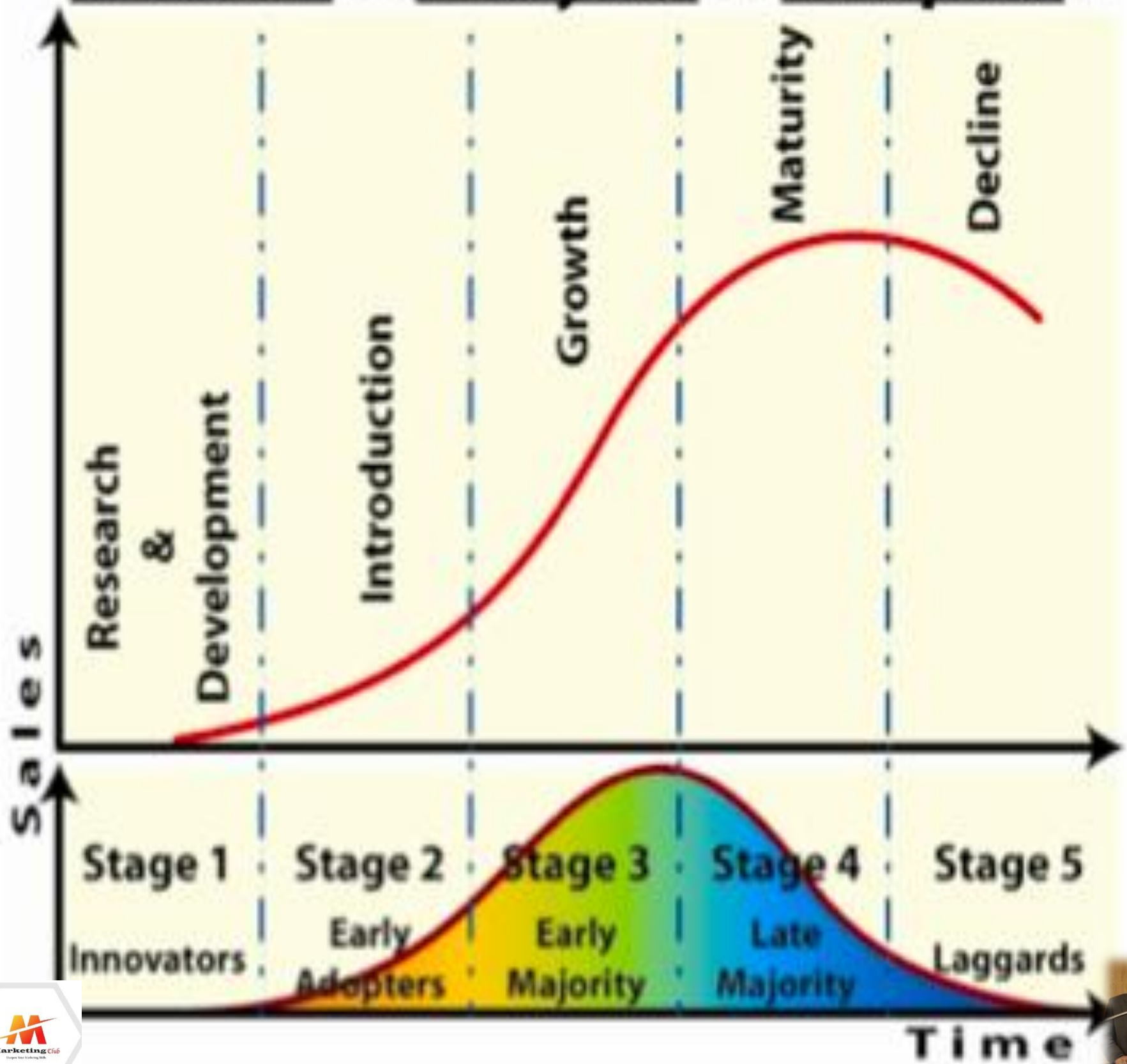
**STP
Strategy**



Product Life Cycle Template



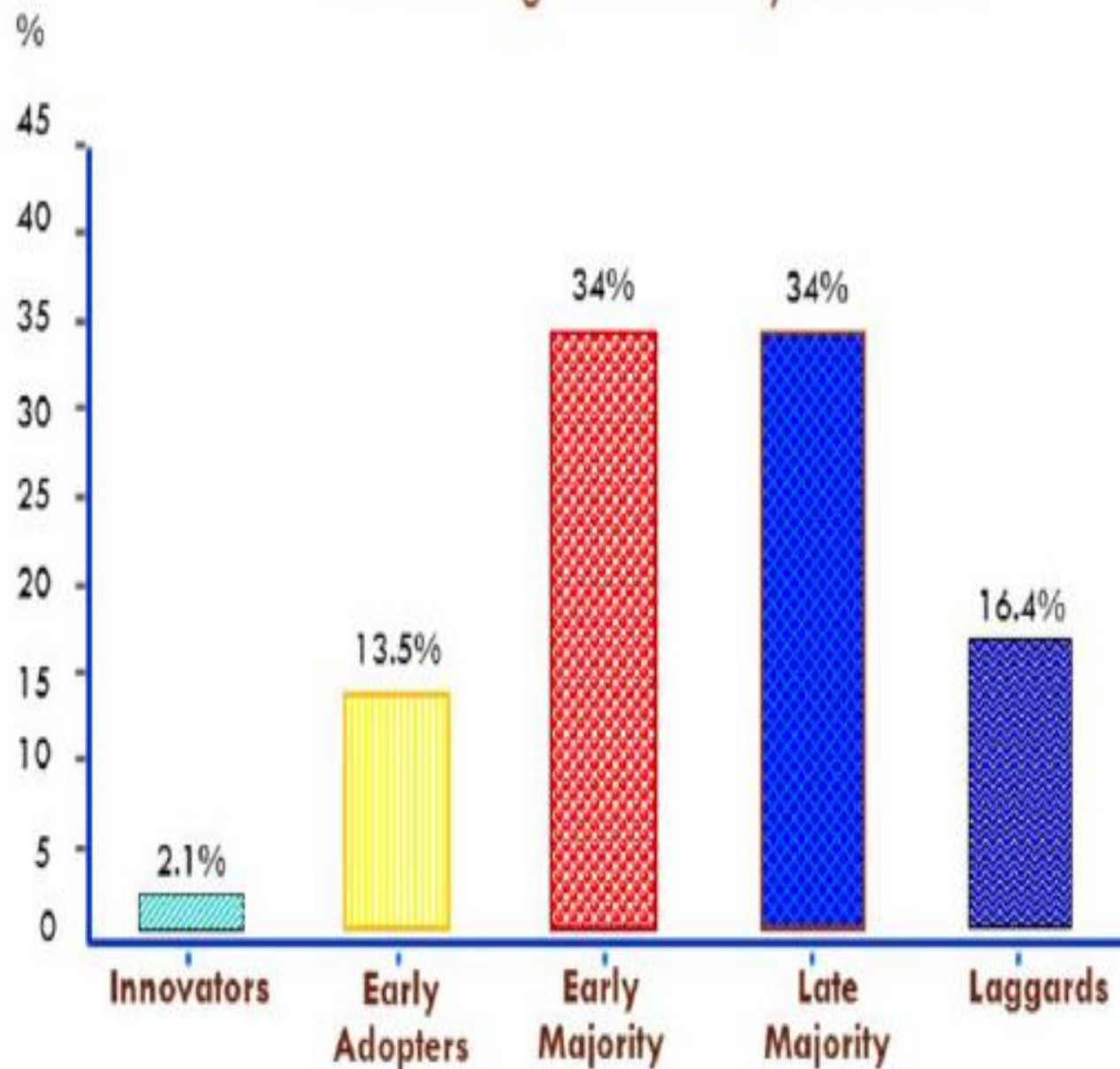
Product Life Cycle & Adoption



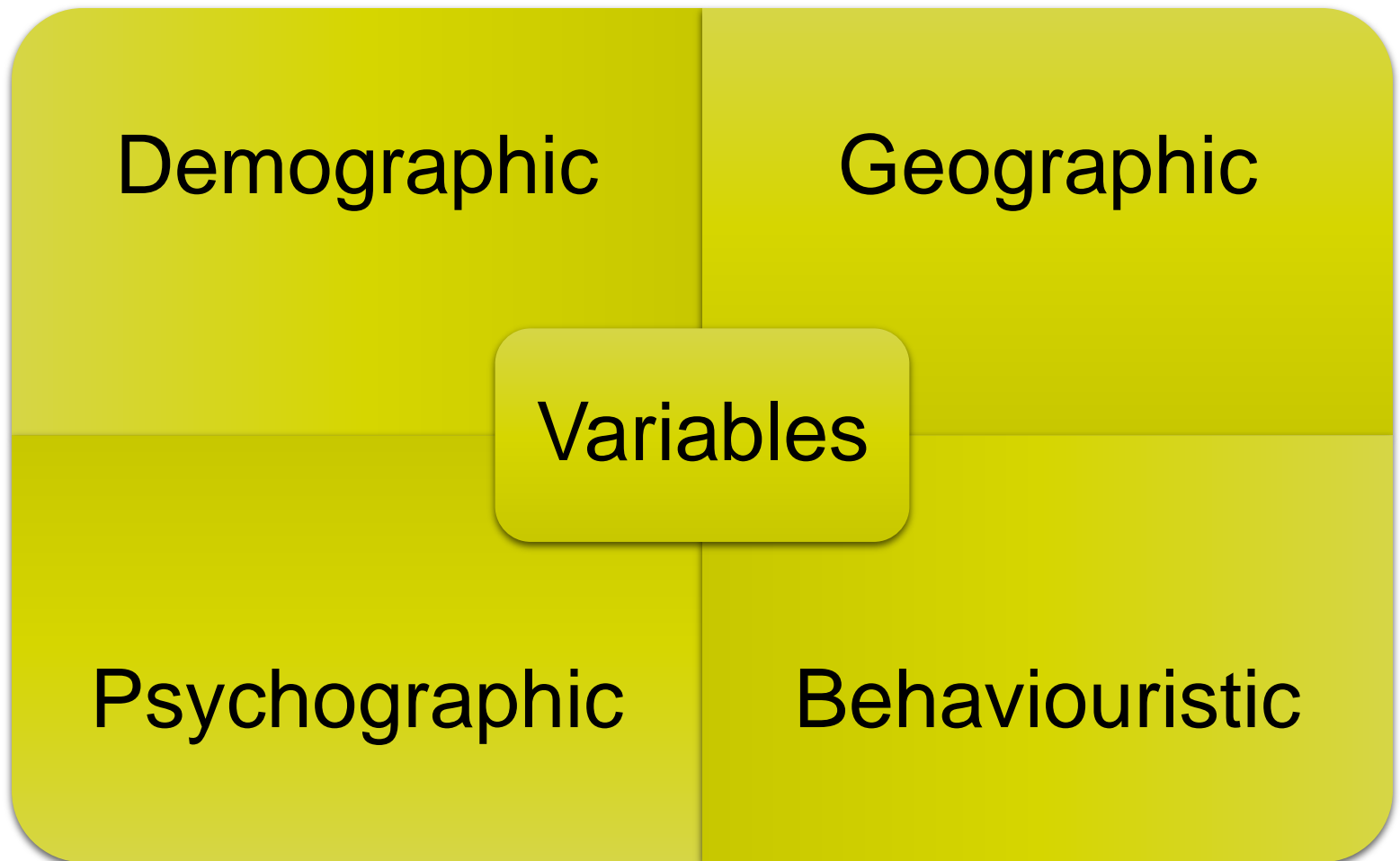
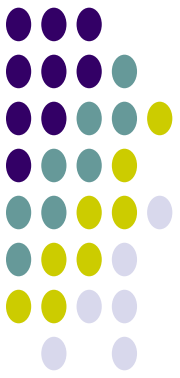


Adopter Categories

The percentage of the adoption style population can be shown diagrammatically as follows:



Segmentation variables



Positioning



In marketing, **positioning** has come to mean the process by which marketers try to create an image or identity or perception in the minds of their target market for its product, brand, or organization.



How the Customers are Perceiving the Product versus other products in the market

- ***Sony Technology*** ***Toyota Economy***
Volvo Safety

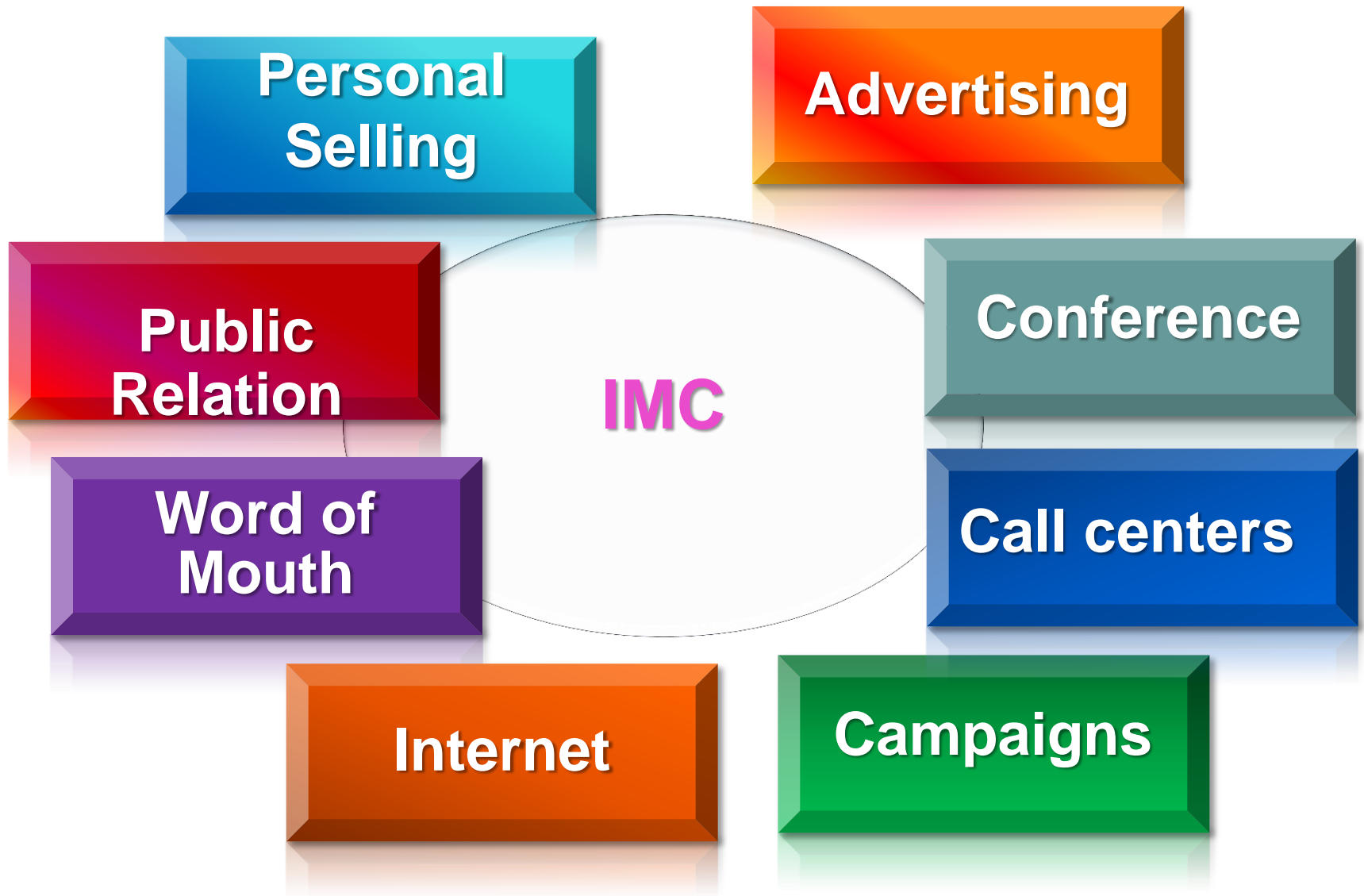


THE NEW MARKETING MIX



Integrated Marketing Communication

Multichannel- Omnichannel- Projection



Omnichannel Evolution



- **Modified Content**
- **Touch Point:**

MSL & MR F2F

RTD/GM

Webinar

Remote Detailing

Emails

Phone

Web Site





Implementation Plan

- What is it?
 - ▣ The implementation plan is aimed to provide those that execute the Brand plan with a clear timeline.
- How is it done?
 - ▣ Develop the tactical marketing mix.
 - ▣ Identify action items and link them to completion dates and a resource responsible for its completion.



Implementation Plan

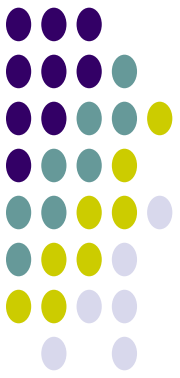


Main Projects

- Must show the following:
 - ✓ **What** (project description)
 - ✓ **Who**: Target customer
 - ✓ **When**: time frame of starting & ending the project.
 - ✓ **Check list** for the breakdown tasks of the project
 - ✓ **Finance**: Cost & expected ROI



Steps of building the main Projects



Break down

Break down the activity into the different **small tasks**



Determine

Determine the **time** necessary to carry out each task



Determine

Determine which **tasks must be carried out before others**



Identify

Identify the **employee** who must participate in each task



Identify

Identify, whenever necessary, the **outcomes** of each task



Build

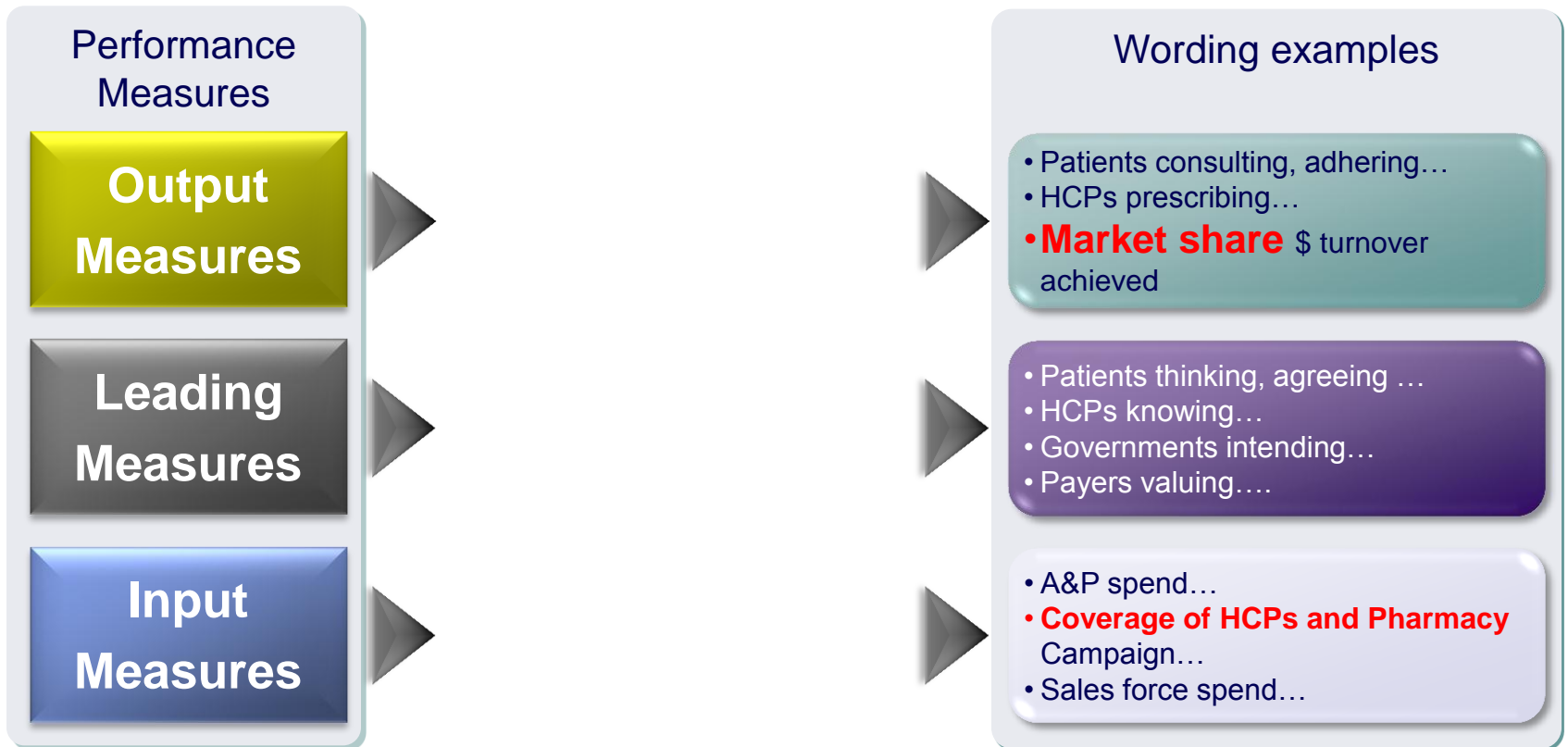
Build a Gantt **chart**



Performance Measures



- To ensure Performance Measures are set in the correct way, the following wording is recommended:



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- Send the **right message** using the **right channel**.



Dimensions of Social Style

- Responsiveness (sociability) =
Degree to which a person:
 - Express emotion.
 - Enjoy interacting with others.
- Assertiveness (Opinion known & control others) =
Degree to which a person:
 - Make their opinion known.
 - Try to control others.
 - Risk taker.

Responsiveness Degree

**“Express emotion &
enjoy interacting
with others”**

- **Talkative Degree: Not very talkative or talkative.**
- **Voice tone: Monotone or multitone.**
- **Facial expressions: Controlled or enthusiastic.**
- **Emotion: Control or express.**
- **Personality: Cool or friendly.**
- **Dress: Formal or informal.**
- **Time: Disciplined or undisciplined.**
- **Task oriented or People oriented.**
- **Use fact or use opinion.**
- **Serious or full of fun.**
-

Assertiveness Degree

**“(Opinion known
& control
others)”**

Direct eye contact: Little or lots.

Handshake: Weak or Firm.

Speak: Soft or strong.

Motion: Few or many.

Risk: avoid or take.

Making decision: Slow or quick.

Opinion expression: Moderate or strong.

Initiative: Let others take initiative or take initiative.

Cooperative or competitive.

Supportive or directive.

Analytical

Critical
Indecisive
Stuffy
Picky
Moralistic

Industrious
Persistent
Serious
Exacting
Orderly

↑
Controls Emotions

Driver

Pushy
Severe
Tough
Dominating
Harsh

Strong Willed
Independent
Practical
Decisive
Efficient

← Asks

Tells →

Amiable

Conforming
Unsure
Pliable
Dependent
Awkward

Supportive
Respectful
Willing
Dependable
Agreeable

↓
Emotes

Expressive

Manipulative
Excitable
Undisciplined
Reacting
Egotistical

Ambitious
Stimulating
Enthusiastic
Dramatic
Friendly



Driver- Efficacy Driven

(High Assertiveness, Low Responsiveness)



Driver Efficacy Driven

Closed door

Formal dress

Direct eye contact

Firm handshake

Speak strong, loud

Poor listener

Assertive, aggressive

Risk taker

Decisive, own decision

Need options

Achievement award

When others cannot keep up with his speed, incompetent.



Driver Efficacy Driven

Task oriented, keep distance

Go to the point, no time

Call, without saying hello

Want immediate result

Need concise

Organized data

Seek control

Competitive with others

Technical background

Administrative skills

- **Examples: Attacking football players**



Main requirements:

- **Learning** is very important to them and so they **connect with leaders** to discuss updated knowledge with.
- Require **latest knowledge** to develop themselves to help the patients.
- **Utilize their knowledge** & insight to adapt treatment to patient need, **own guideline**, instead of following guideline.

**Driver
Efficacy Driven**



Main requirements (Continue)

Tend to **shift treatment quickly**
if patients are not treated well.

**Driver
Efficacy Driven**

They aim to deal with the
disease rather than symptoms,
so they require details on
mechanism of action.

Driver Efficacy Driven

MSL and MR should

- Be **precise** and well-organized.
- Make **the most efficient use of their time**. They tend to be busy people with tight agenda.
- Be task-oriented, provide them with **documents** that the product can **solve the problem**.
- **Offer options** “Choice” in a way that allows them to feel **they are making the ultimate decision**.



**Driver
Efficacy Driven**

How to engage?

Face to face MSLs & Medical Reps.

Face to face Academic conference.

Speaker & Chairman, ego.

Investigator in clinical study.

Medical journals.

Modified, Precise, new, scientific, and **unbranded** content + **Web site**.

Clinical study is sufficient for decision making

Get bored easily without frequent challenges.

Dislike simple patient case as they don't utilize their knowledge.

Expressive- Recognition Driven

(High Assertiveness, High Responsiveness)



Expressive Recognition Driven

Open door



Casual dress

Direct eye contact

Firm handshake

Talkative, strong

Poor listener

Enthusiastic, Many tone

Storyteller

Moderate Risk taker

Make decision quick

Express strong opinion

Personal souvenir, motivational slogan

Expressive Recognition Driven

Relationship-oriented

Show emotion, fun loving

Group activities

Inspire, persuade others

Seek recognition

Future oriented

Many ideas and projects

Unorganized

Undisciplined about time

Short attention span

Avoid details, logical approach

Examples: **Defensive football players**





Main requirements:

Expressive Recognition Driven

- Motivated by **recognition** “getting positive comment from doctors & patients”.
- **Enjoy sharing knowledge** with other physicians.
- Prefer **innovative treatment**.
- **Efficacy + QOL –Safety**.
- **Utilize their knowledge & insight** to adapt treatment to patient need, instead of only following guideline.



Expressive Recognition Driven

Main requirements: (continue)

- Require **precise, & modified information.**
- Many times, Expressive just need to “get something off their chest” and **talking may solve the problem.**



MSL and MR should

Expressive Recognition Driven

- **Recognize** , their creative idea, vision, persuasiveness, charisma, and dreams.
- **Listen** to their thought, feeling, & building a personal relationship.
- Explain how the product solve the problem.
- Be **precise**, fast-moving, efficient, and organized.
- Provide them with sufficient data on **efficacy, safety**, & tolerability in clinical trial data.



Expressive Recognition Driven

How to engage?



Face to face MSLs & Reps.

Face to face academic conferences.

Speaker, seek recognition.

Digital opinion leader.

Modified, new, concise scientific, Infographics summary, & branded content + **Web site.**

Clinical study is sufficient for decision making.

Dislikes emails from reps & MSLs as they are not modified information.



Amiable – Patient Driven

**(Low Assertiveness,
High Responsiveness)**



Amiable Patient Driven

Open door

Casual dress

Indirect & little eye contact

Weak handshake

Talkative, softly

Active listener

Risk avoider

Let others take initiative

Make decision slowly

Express moderate opinion

Family picture



Relationship-oriented

No big ego

Friendly, Agreeable

Team player

Cooperative, Supportive

Say what others want to hear

Relaxed

Undisciplined about time

Not critical

Very sensitive

Irritated by aggressiveness

**Amiable
Patient Driven**

Examples: Ronald Reagan & Kevin Costner



Amiable Patient Driven

Main requirements:



- **Patient** is the main concern & modify the approach to each patient.
- **Consult the doctors** to know their feedback with different treatments to develop **safe treatment**.
- **QOL** is the corner stone.
- Tend to optimise treatment **dosage & compliance**.
- No need to take a risk.
- **Slow to adopt new treatment**.



Amiable Patient Driven

Main requirements (continue)

- Face to face meeting with colleagues is important, however, **it takes me away from my patient.**
- **Dislike Face to Face** conference as they take too much time away from patient attention.



MSL and MR should



Amiable Patient Driven

- Show how the **treatment will add value to patient.**
- Provide **guarantee and assurance** regarding to the treatment.
- **Build a personal relationship to reduce the tension.**
- **Support their feeling** by showing personal interest, active listening.
- **Allow them the time to trust you.**



How to engage?



MSLs & Reps- **Remote Detailing**
Zoom.

Webinar/ Online Conference.

Emails.

Round table meeting as attendees.

Actual world evidence exceeds
clinical study.

Like **safety, tolerability, & efficacy.**

Details related to **compliance rates &**
QoL.

Information from **different sources.**

Affordable Price for patients without
insurance.

**Amiable
Patient Driven**

Analytical – Stress Free Driven

(Low Assertiveness, Low Responsiveness)



Analytical Stress Free Driven

Closed door

Formal dress

Indirect & little eye contact

Cool handshake

Speak slowly, monotone

Many Questions

Few of motions

Risk avoider

Need time for evaluation

Indecisive

Make decision slowly

Express moderate opinion

Chart

**Analytical
Stress Free
Driven**

Task-oriented

Unemotional, polite

Non-contact person

High need to be right

Perfectionist, highly critical

Organized

Want evidence, facts

Number oriented

Details

Rational/ thinker

Systematic problem solver

Brief phone call

- Examples: Jimmy Carter & Albert Einstein

Analytical Stress Free Driven

Main requirements:



- **Avoid risk & stress, & complicated work.**
- **Follow guideline** & hospital protocol even though some patients need modified treatment.
- Seek to increase **patient QoL.**
- **Need time** to digest information.
- Need **Summary** & organized information of **actual world study** & patient cases.
- **Slow to adopt new treatment.**
- Search for easy protocol for patient treatment.



Analytical Stress Free Driven

Main requirements (Continue)

- Prefer work alone.
- Prefer **face to face** visit to get the **required information** by **asking specific questions**.
- **Dislikes emails** from reps & MSLs.



Analytical Stress Free Driven

MSL and MR should



- Provide **guarantee** regarding to new treatment.
- Show them the **benefits of new treatment** against the existing treatment.
- **Submit complete documented information to** feel they are making a perfect decision.
- **Move at a slow speed** to give them enough time for evaluating & understanding the key points.
- Be **organized** with logical presentation, & task-oriented.



Analytical Stress Free Driven

How to engage?

- **Face to face** MSLs & Reps.
- **Guidelines.**
- **Actual world evidence** exceeds clinical study.
- **Round table meeting as attendees.**
- **Summary** of a clinical study or actual world study, patient cases.
- **3 minutes video** highlight of **webinar** & infographic of key results.
- Information on **safety, tolerability, efficacy & compliance** in different patient types.



Thank You

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Customer Persona

Tuesday 14-3-2023
8 PM EGY 9 PM KSA 10 PM UAE



FOUNDER & HOST
Dr. Mahmoud Bahgat



Marketing Club
Empowering Marketing Professionals



INSTRUCTOR
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Manager