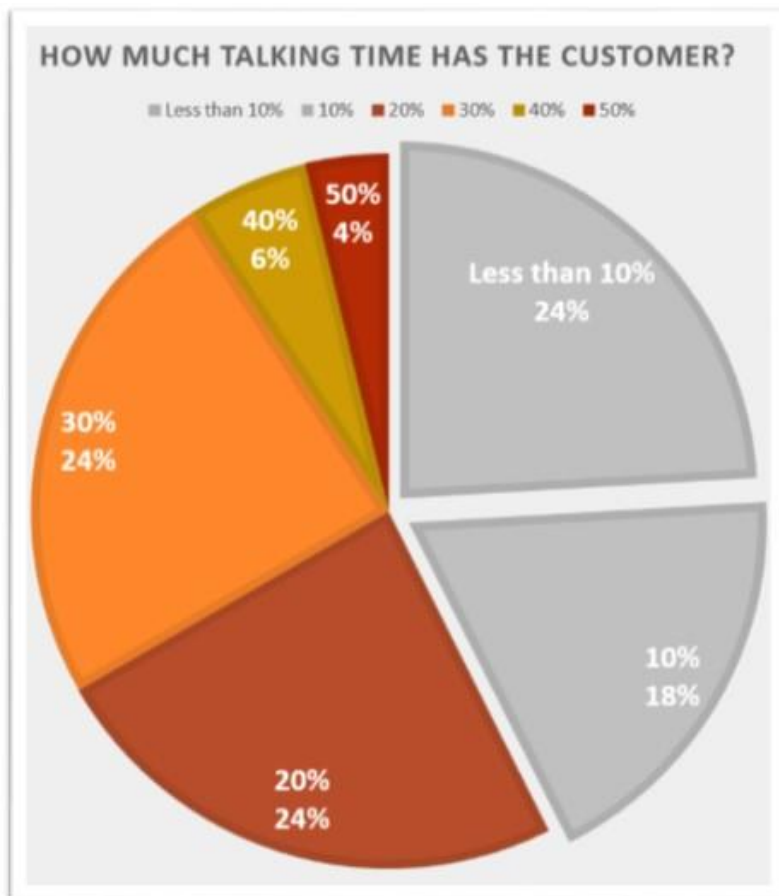


Reps have the say

It was the famous Prof. Philip Kotler who researched and published the evolution of Marketing. His steps guide us from Marketing 1.0 = product centric, via Marketing 2.0 = Customer Centric to Marketing 3.0 = embracing the Human Spirit.



The pharmaceutical industry not only appears to be far behind Marketing 3.0 but evidently is stuck in Marketing 2.0. One might even suspect that respecting customers is underdeveloped. In support of our experiences the most recent Innov8-survey however showed an enormous gap in the still prevailing Marketing 2.0:

The customer is not in the centre at all! In many countries visiting a physician lasts between 2 to 3 minutes. Following the survey in a quarter of all calls (24%), the physician talks around 12 seconds!

Would you personally find a (unsolicited!) call of a company's representative helpful when not being asked any other question but "How are you?"

Missing customer orientation might be one of the reasons for significantly reduced access to physicians.

An additional problem is that the **number of calls** still is used as a **KPI**. This is why ...

- the industry has invented "spot-calls". ("seen the white in the doctor's eye").
- medical reps write in medical rep's forums about "drive-by calls".
- some managers admit that up to 20 or 40 % of calls are inefficient or wrongly reported.

In an attempt to share experiences we have suggested earlier that it might be a very wise idea to reconsider metrics and measures. Because KPIs not only give direction but shape mind-set, many **KPIs** appear to be ready for overhauling and drastic improvement.

We'll be happy about your e-mail: Contact@Innov8.de