

#82<sup>nd</sup> Marketing Club 14<sup>th</sup> Riyadh

# Customer Persona

Tuesday 14-3-2023

8 PM EGY 9 PM KSA 10 PM UAE

*FOUNDER & HOST*

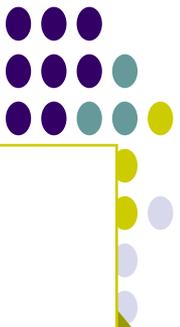
Dr.Mahmoud Bahgat



*INSTRUCTOR*

Dr.Nagy Mohamed

Marketing & Business Development  
Manager

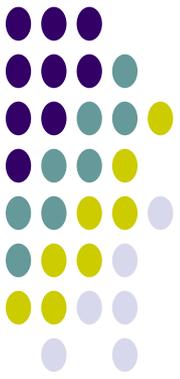


# Customer Persona

**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)



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**Adjusting** your style to match that of another.

---

**Speak the language** of customers.

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

---

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

---

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

---

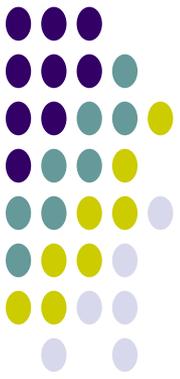
All customers want a salespeople **they can trust**.

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# Customer Persona Quotes



# 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	Asserter 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

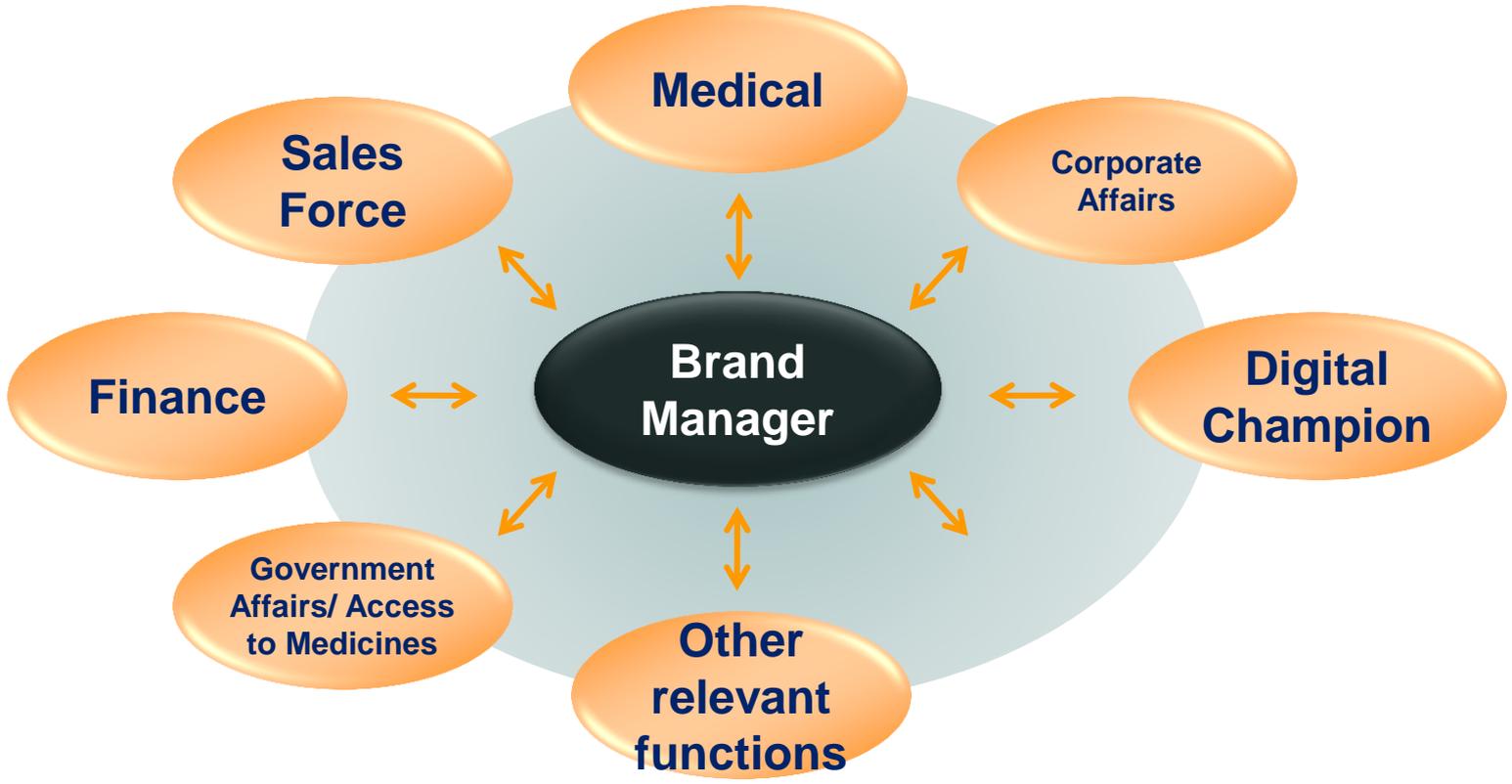
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# Impact of Customer Persona on Marketing Plan



# **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**

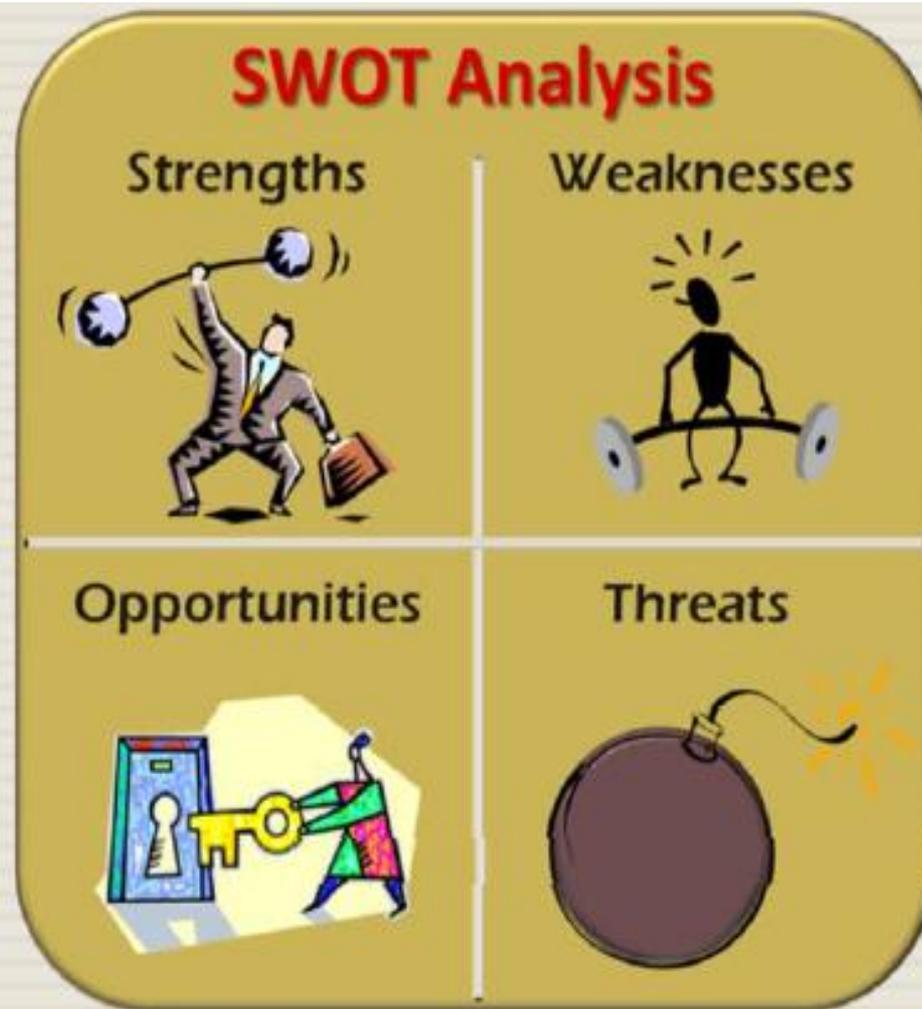
How do we monitor performance?



**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

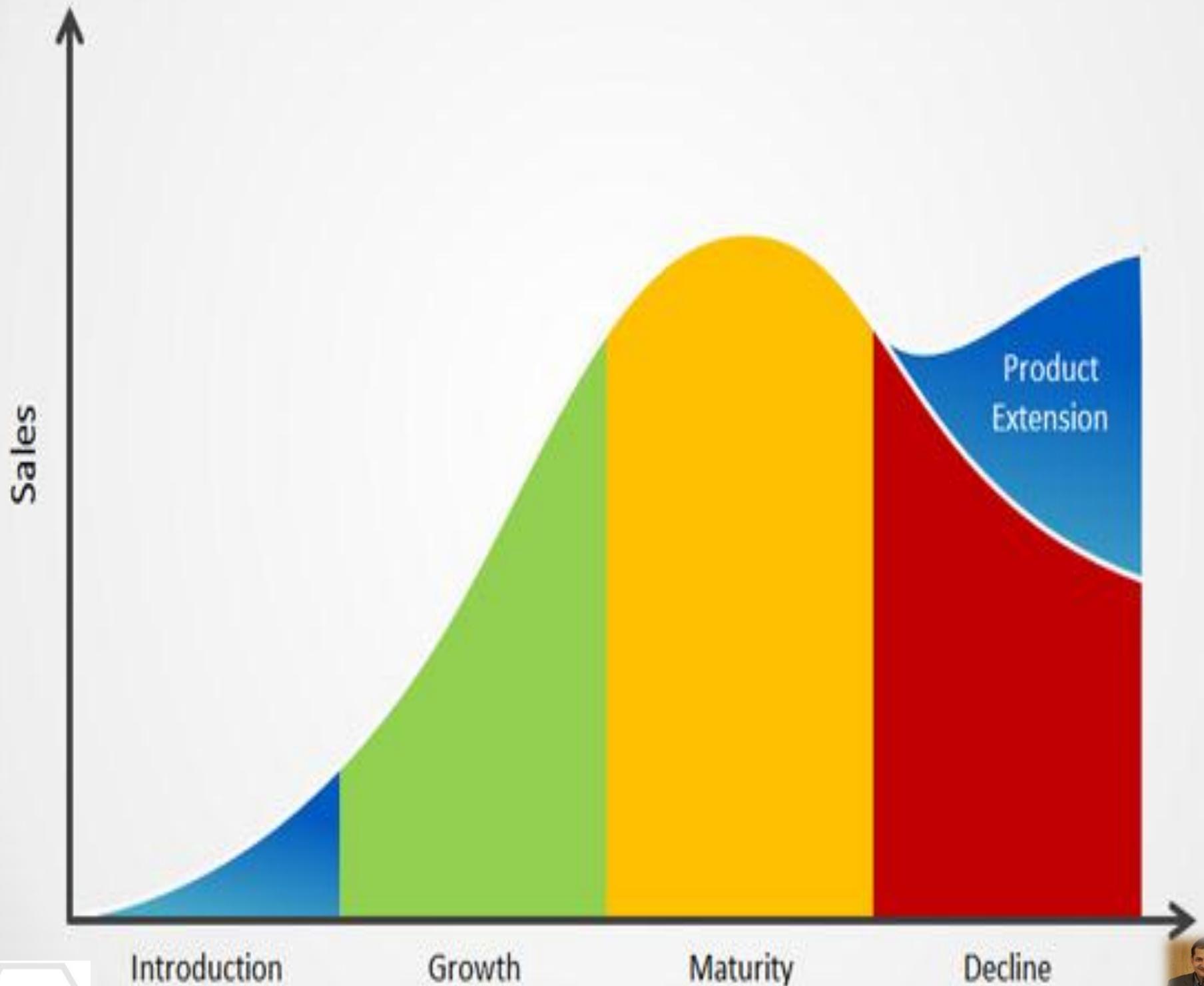


**PLC**

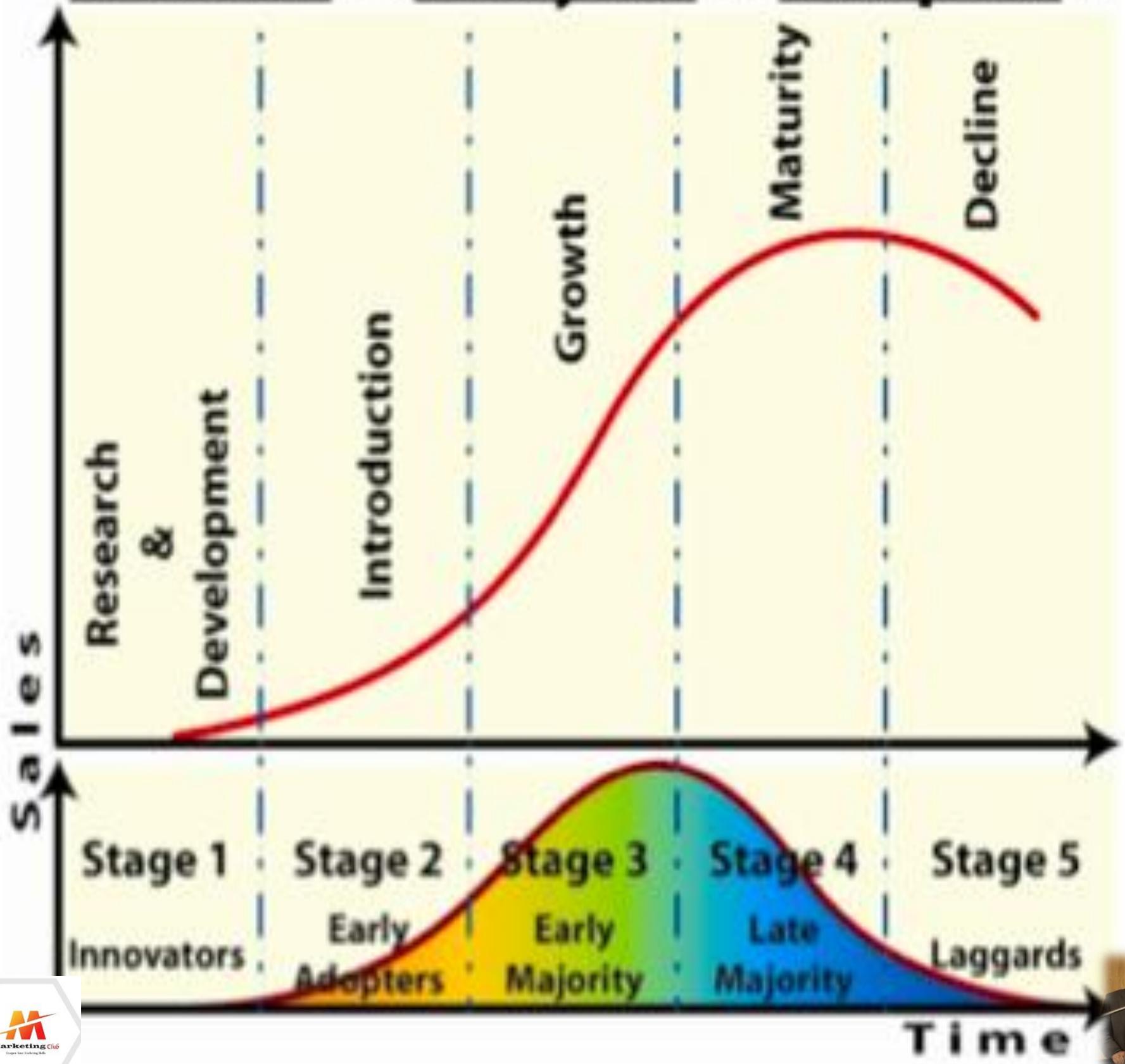
**STP  
Strategy**



# Product Life Cycle Template



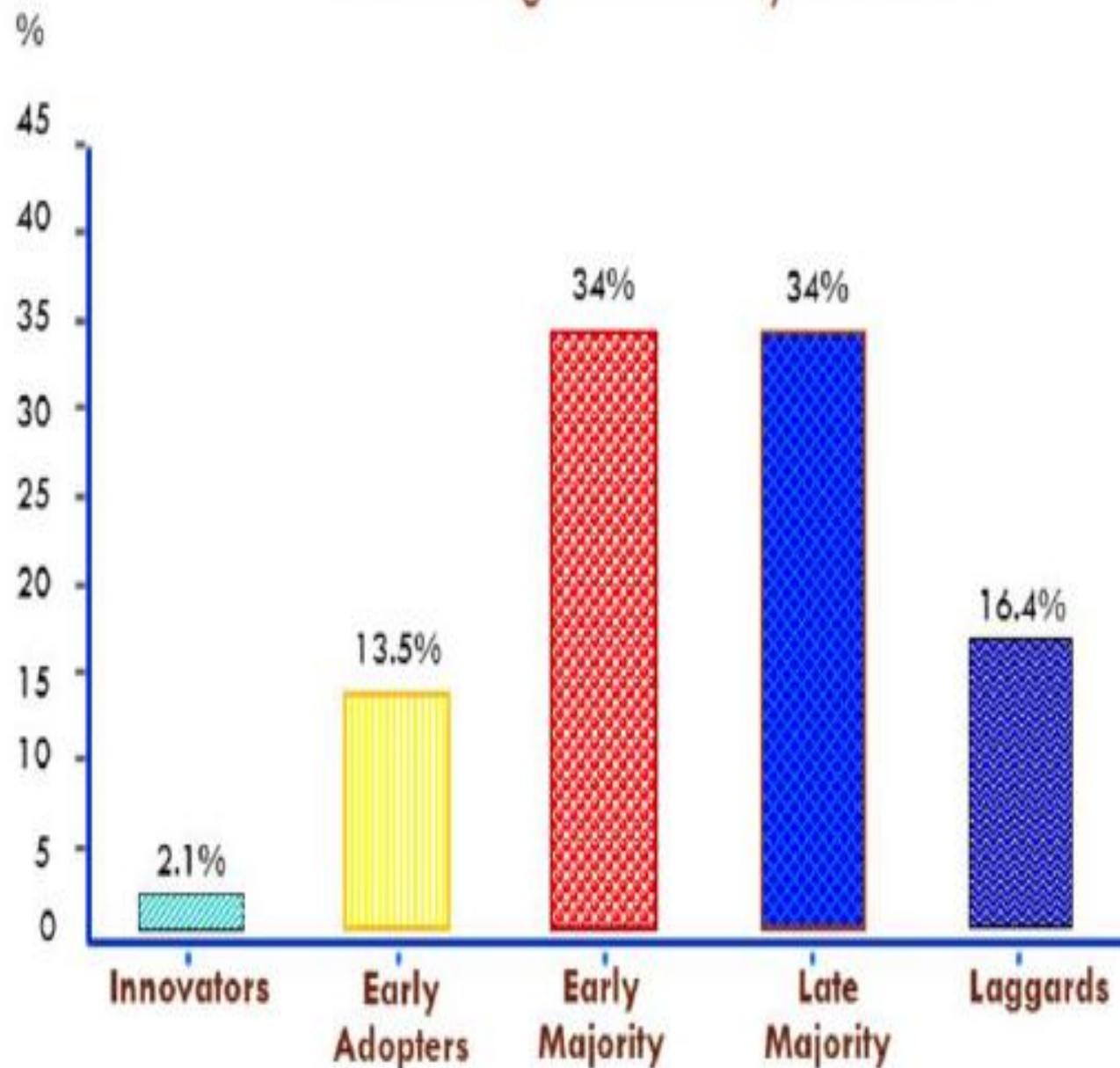
# Product Life Cycle & Adoption



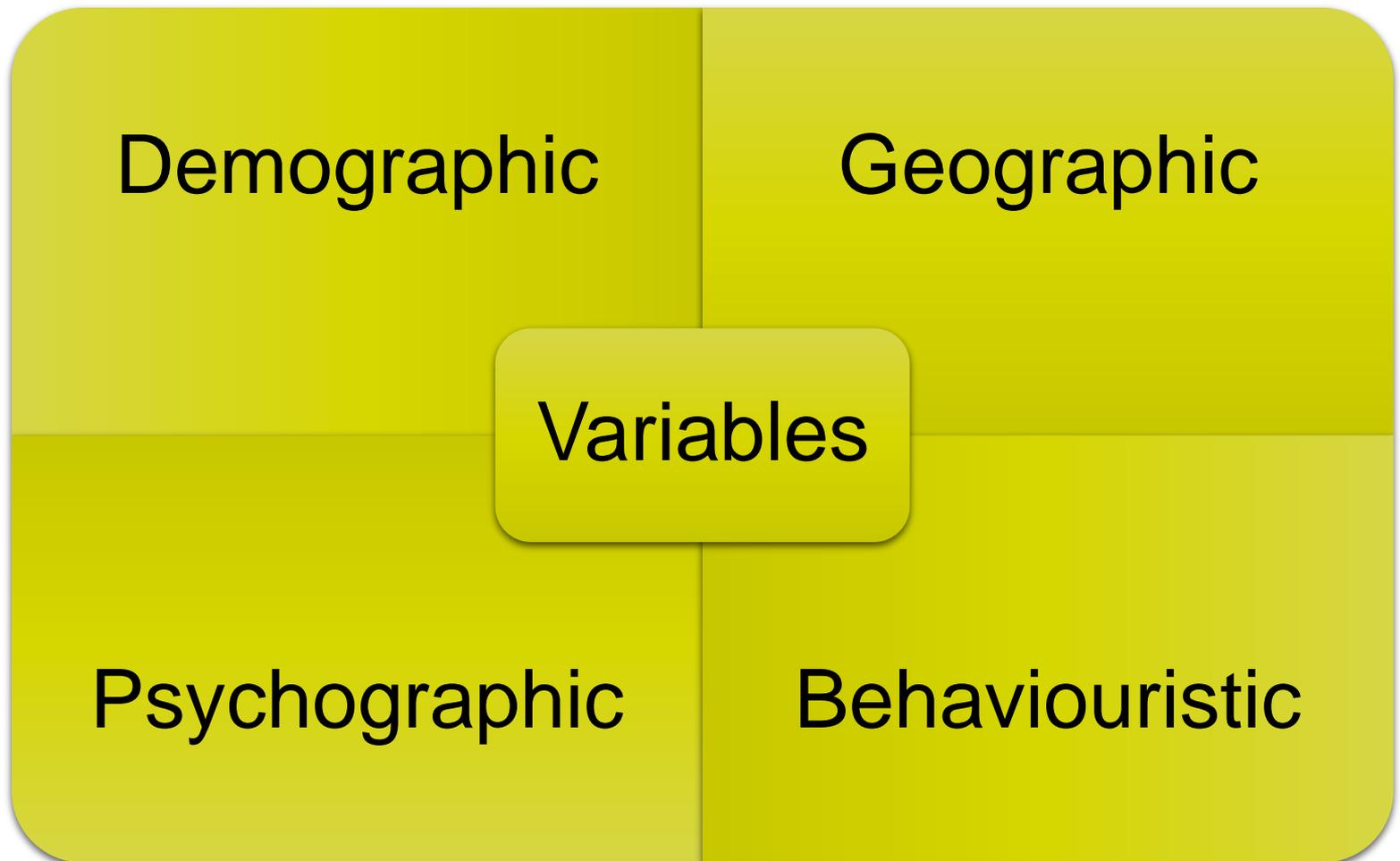


# Adopter Categories

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



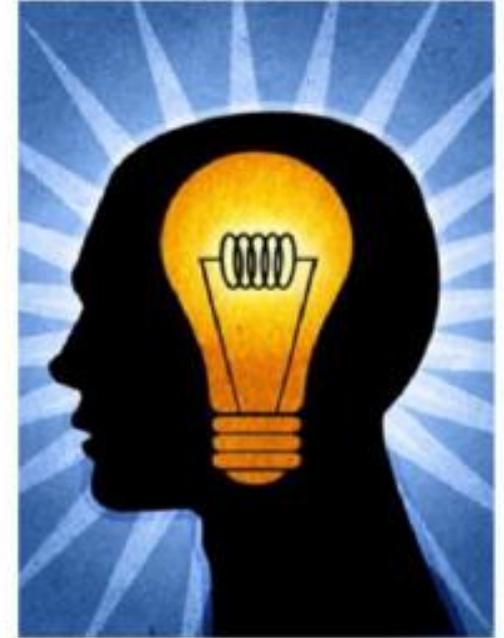
# Segmentation variables



# 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*

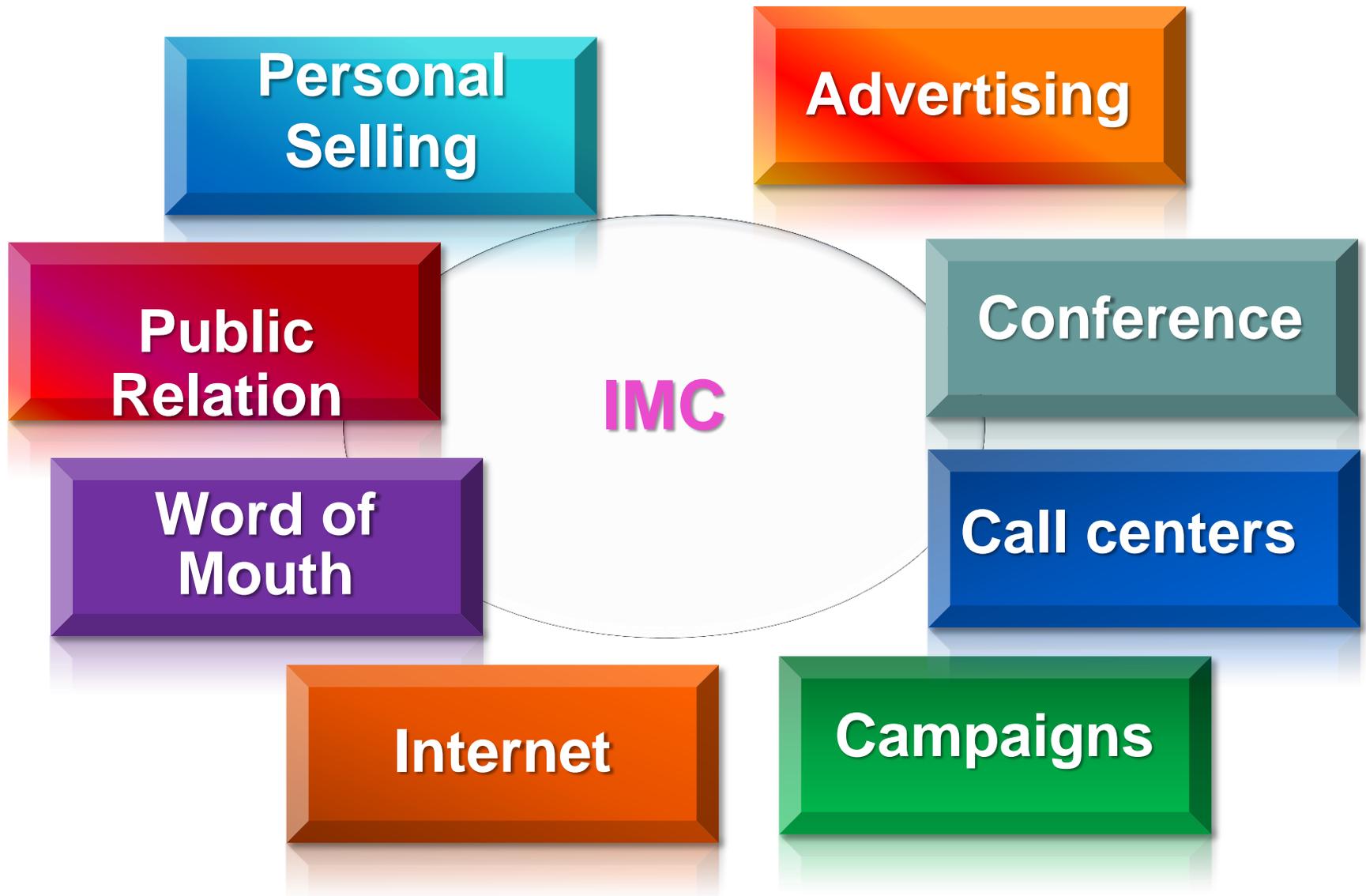


# THE NEW MARKETING MIX



# 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

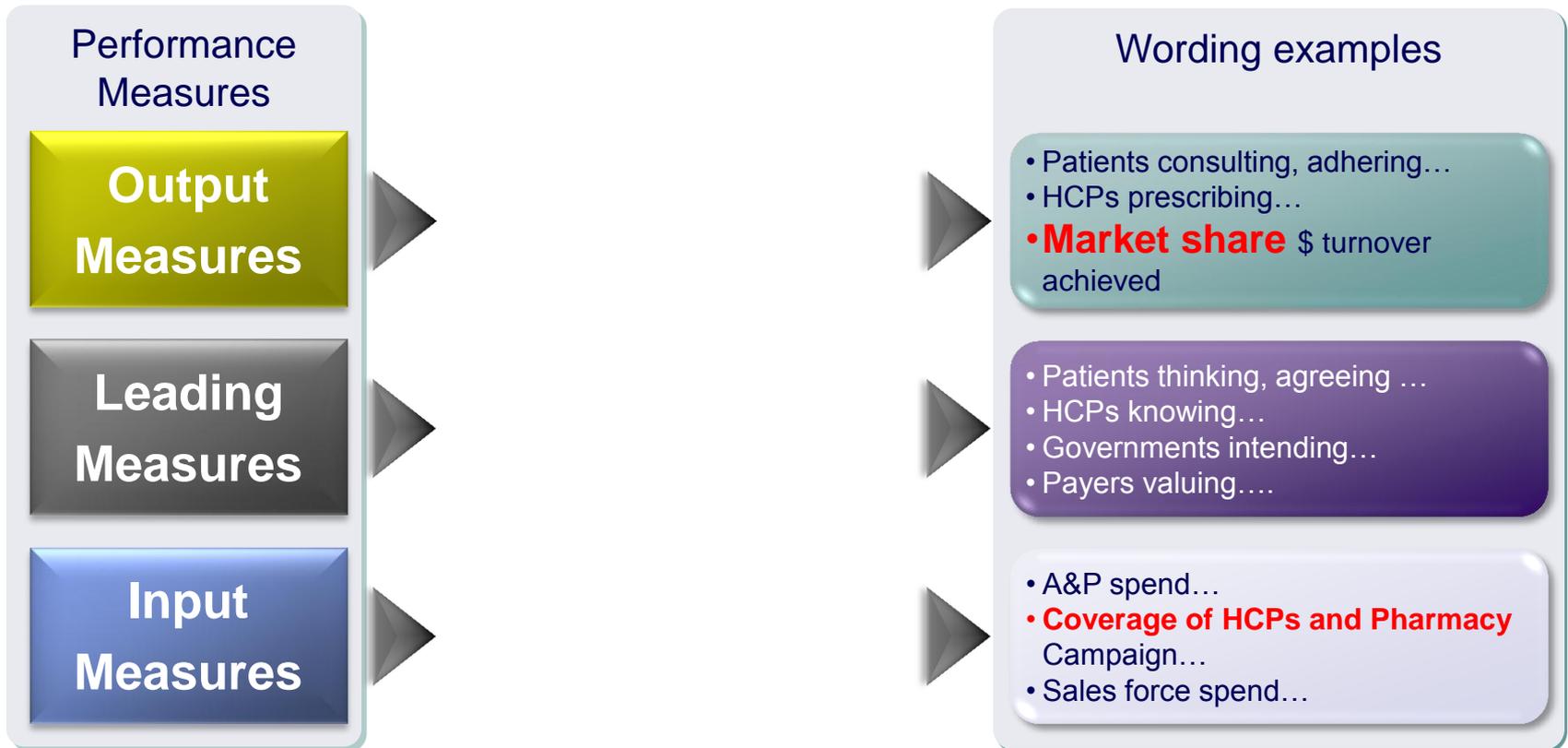
Build a Gantt **chart**



# Performance Measures



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



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# 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)**

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# 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**.



# 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.

**Driver  
Efficacy Driven**

# **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

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# 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.



# How to engage?

Analytical  
Stress Free  
Driven

- **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



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Dr.Nagy Mohamed

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