



Karen Friedman
— ENTERPRISES —
CREATING COMPELLING COMMUNICATORS

STRATEGIC IMPERATIVES

**Aligning Goals to
Customer Needs**



NAME _____

ADDRESS _____ DATE _____

R_x

Demonstrate Value

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YOUR TURN

You are expanding your reach into sites not yet interacted with and want to introduce yourself. The physician responds “I already have a Janssen rep who has worked with me for years”. How do you respond?



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Customer Empathy

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- 
- **SIT IN THEIR SEATS**
 - **Challenges/Concerns**
 - **Direct Conversation**
 - **WHY Questions**

ASK WHY



MSL: What do you think of the study results?



DR: The study data is encouraging

ASK WHY



MSL: Why? What did you like about the results?



DR: No good options, data suggests treatment may address unmet needs

ASK WHY

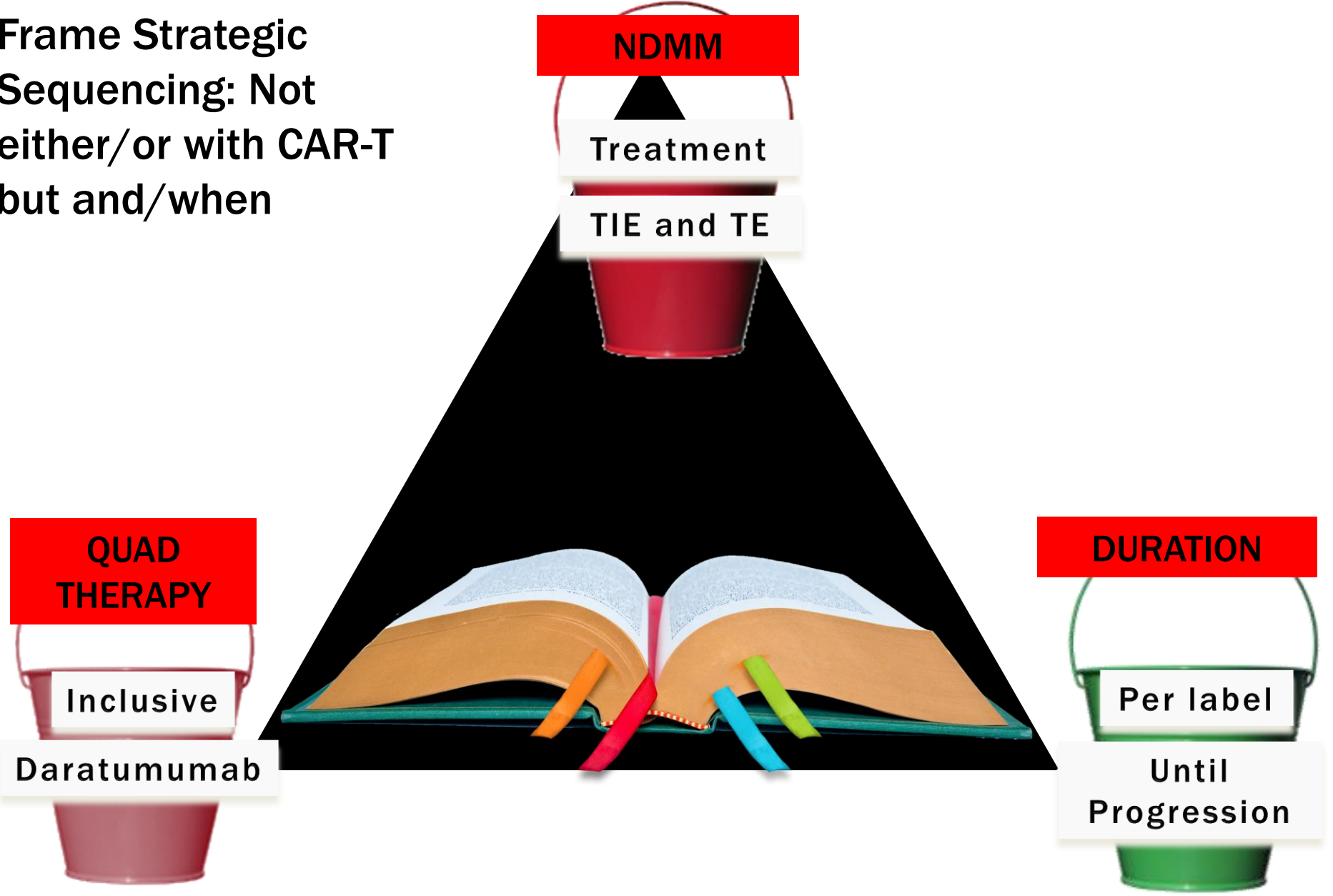


MSL: In your opinion, why aren't there better options?



DR: Likely due to self administration, it's hard for patients

LAUNCH:
Frame Strategic
Sequencing: Not
either/or with CAR-T
but and/when



Pivot to Message

In fact

It's important to understand

What you might find interesting

That is a common misperception so let me clarify

First, let me say

Let me also point out

In reality

What we do know is

I understand your concern, what I can tell you is

That is not entirely correct, the truth is

You might think that—in my experience

PICK A SCENARIO

- 1. Introduction of Role**
- 2. Proactive Engagement**
- 3. Reactive Engagement**

TIE BACK TO STRATEGIC PRIORITIES



Scenarios

1. Introduction of Role

You are expanding your reach into sites not yet interacted with (including a wealth of community sites and providers) and want to introduce yourself. The physician responds “I already have a Janssen rep who has worked with me for years” or “I don’t see reps.” How do you respond? **How would you then tie back in to Strategic Priorities?**

2. Proactive Engagement

You have a launch! It is important for you and your organization to proactively inform healthcare providers (HCP) of important, new information concerning your product. How might you approach the HCP and what information would you share? **How would you then tie back in to Strategic Priorities?**

3. Reactive Engagement / Research Discussions

You are speaking to a physician and the subject of a patient currently on Revlimid maintenance comes up. The physician asks if you have information to help guide other options for maintenance therapy. How might you respond? **How would you then tie back in to Strategic Priorities?**



USE STICKIES

Examples

Analogies

Stories

Metaphors

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ADDRESS _____ DATE _____

R_x

Create Customer Experience

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VIRTUAL TIPS



VIRTUAL TIPS

- ✓ Eye level
- ✓ Look at camera
- ✓ Gesture
- ✓ Warm it up
- ✓ Camera distance
- ✓ Pause
- ✓ Dry run



Enhancing Experiences

1. Flexibility: several slide sets
2. Cues: how do they like to receive information
3. Question: What can you share they can't get elsewhere?





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