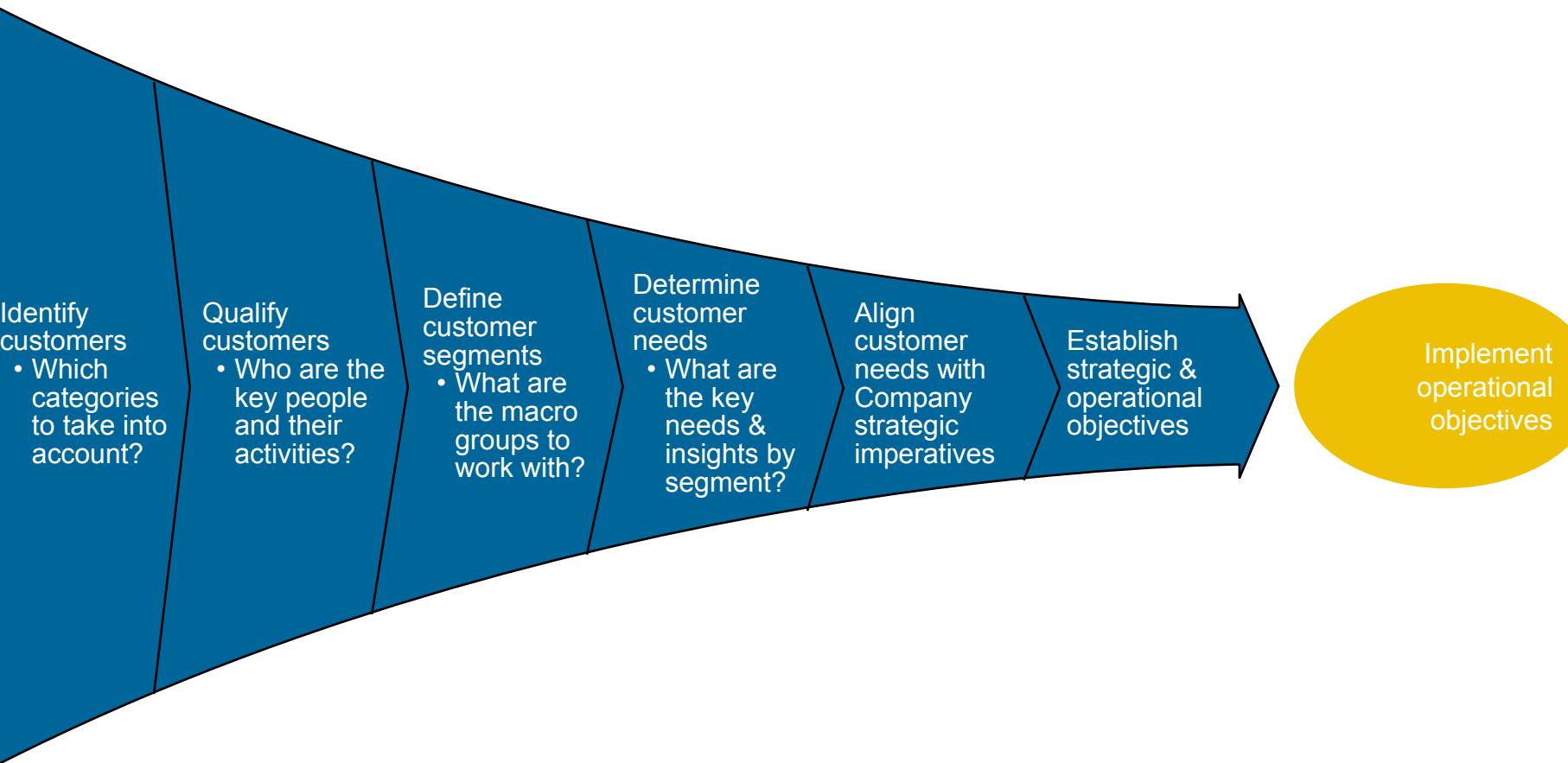
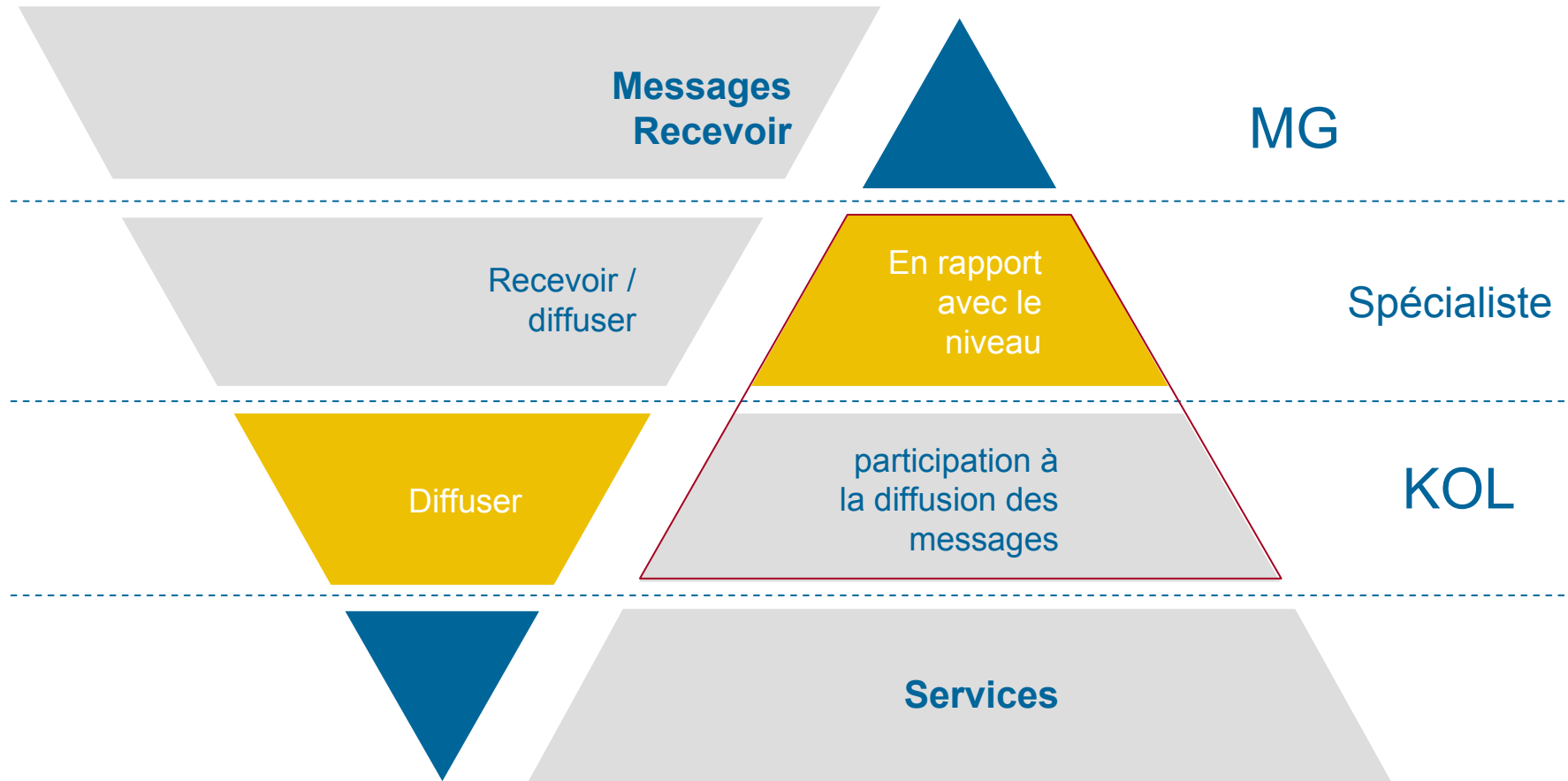


CUSTOMER MARKETING / CRM



Equilibre entre part des messages (produits/ pathologies) et le niveau de service apporté par le laboratoire



KOL faces several roles

Committee Member
(AFSSAPS; HAS; EMEA;
NcA)

Hospital

- Drugs referencing
- Clinician: Patients
- Manager of a team

Congresses
(Speaker
Organizeur)
Symposia

**Product Boards
Member**
(France; Europe; WW)



Clinical trials

CME

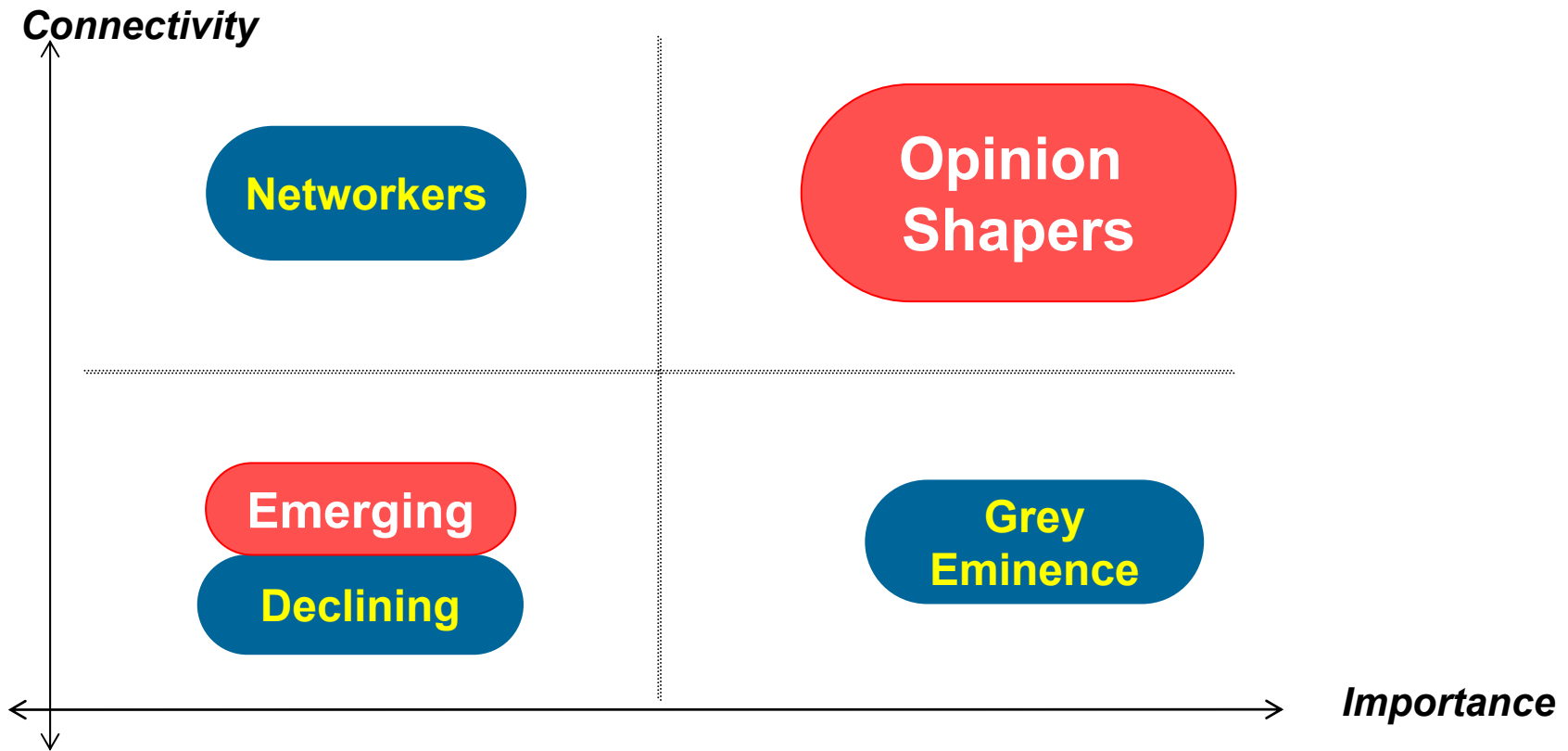
Teacher

Interviewed by media
(scientific & general)

**Learned Society /
Syndicate**

Editorial Board
(peer review journal)

Customer segmentation



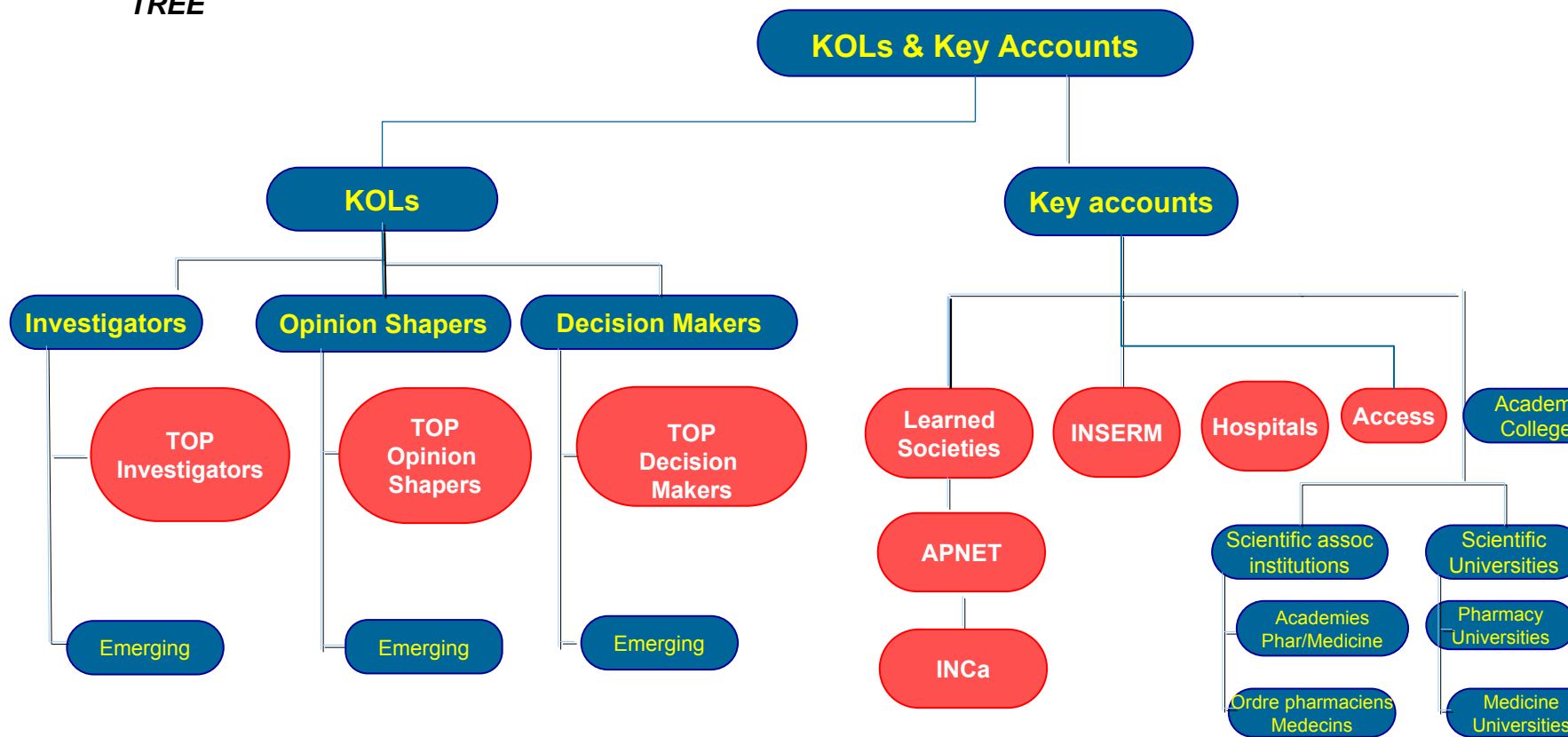
● *Prioritized Segment*

SEGMENTATION CRITERIA

1. *Criterion 1: Importance*
2. *Criterion 2: Connectivity*

CUSTOMER SEGMENTATION

TREE



● **Prioritized Segment**

SEGMENTATION CRITERIA

1. *Criterion 1: segmentation by customer type*
2. *Criterion 2: segmentation by KOL / Key Accounts role*

CUSTOMER STRATEGY

