

BUILDING ROBUST INSIGHTS THROUGH POWERFUL QUESTIONING

We all know that having the right insights is important to your field forces driving differentiated value with your key stakeholders. However what if we told you that most organisations still do not do this in a consistent or connected manner with key strategic processes, like brand strategy or omni-channel approach?

That is why at Imonic consulting, we created the Inside Outside (I/O) Framework - on the surface a simple questioning tool, but when built up using our expertise and unique approach, becomes a game changer for your cross functional field force.

Account		Pharma	
1.0 Pressures & Influences	1.0 Responses	4.0 Responses	4.0 Pressures & Influences
2.0 Current Situation	2.0 Responses	5.0 Responses	5.0 Current Situation
3.0 Future Aims	3.0 Responses	6.0 Responses	6.0 Future Aims

Questions designed to uncover influences outside of your account/locality that could impact the access of your products and services to the right patients

Questions designed to understand how & why the account/locality and its key stakeholders utilise and position all products and services in your TA based on their needs, beliefs & attitudes

Questions designed to look for opportunities in your account/localities strategic plans that may align with your brand goals

Questions designed to look at key competitor traits & activities that help to optimally position your products and services in future interactions

Questions designed to assess your product penetration & positioning, activities & relationships within this account/locality that can influence future planning

Questions designed to see how your strategic plans can be shaped to maximise opportunities or address challenges within this account/locality

100% **35%** **20%**

*Companies agree that the quality of insights has a direct impact on the quality of engagements

*Companies feel that they have an optimal field force insight process

*Companies are addressing field force insights as part of their OCE strategy

VALUE THIS BRINGS TO YOU:



Provides a centralised place for key field force insights against an account or locality



Questions are fully aligned with your brand strategy and key challenges



Builds the strategic understanding of your stakeholders quickly



Develops a higher capability to have more powerful customer engagements

VALUE THIS BRINGS TO YOUR STAKEHOLDERS:



Customer engagements that bring new perspective and new thinking



Credible discussions that appreciate their position and needs



More opportunities to engage in improving patient care



A more consistent & coordinated relationship between you & your customers

*Source: Internal Imonic market research with previous, current and prospective customers (n=34)