

Accomplishing the Customer Engagement principle

Ideas to help you get there



When we are excelling at the Customer Engagement principle what does it look like?

Planned account team activities focus on the development of strong relationships with the right customers, building the influence and advocacy needed to engage key parties around the common goal and the value it will deliver. Securing customers buy-in to the plan and their commitment to delivering key actions ensures the pull though of expected outcomes.



1. Understanding who will make a difference

Drawn up a strategic list of the most valued decision-making customers per account which can be easily accessed by the whole organisation. This aligns commercial, medical and marketing plans, and includes the payer, commissioner and prescribers from a local to national level.

How can leaders support this?

How can managers support this?

Monitor an account teams ability to identify, map and share their knowledge of both prescriber and payer customers who influence or own decisions within a complex network.



2. Create connections between customers with a common purpose

Have a stakeholder mapping process which shows connections holistically across the account and enables the account team to influence and align payer customers to the opportunity.

Coach the account team to move beyond individual prescribing customers' motivations and develop an understanding of the critical chain of influence and decision-making units of clinical and non-clinical customers.

TOP TIP

Evolve the traditional stakeholder map to networks of influence - establishing an understanding of connections and influence that flow between and across an account, along with individuals personal and professional motivations. **Why?**

- Ensures a capture of multi-factorial decision making with many points of influence.
- Captures emerging and evolving structures, people changing roles internally and externally is visible.
- Enables questioning around historic assumptions e.g. where and how decisions are made
- Supports relationships – they can't be held by one person.
- Helps secure new customer opportunities and keep the ones you have – unlocking revenue growth as you are connecting with the right people, uncovering their challenges and then solving them.

