

This article comes from Agnitio's 'Digital Academy' - an information series that aims to create debate and communicate best practice in digital sales communication. To sign up for more, simply join our mailing list.

Agnitio: The Digital Academy

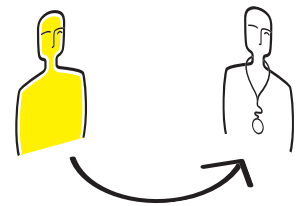
The fundamentals of digital sales

There's a lot of focus on digital marketing & sales these days. And, as with any new discipline, there's a fair amount of confusion about what it is and what it isn't. So for the sake of clarity, let's start by explaining the basic ideas - looking at why it suddenly became possible and how it can benefit pharmaceutical marketers.

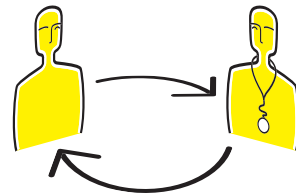
The difference between push and pull

When looking for the benefits of digital sales, really we're talking about the difference between "push" and "pull" communication. Put bluntly, here's the difference:

- a push communication is what I want you to know



- while a pull communication is understanding what you need to know and then providing that.



So 'push' is the traditional form of communication. In fact, it's what's being done to you right now. The sentences that you're reading are a best guess about what you're interested in. We don't know your knowledge level of digital sales, so we're starting from at the beginning. It would be much better if you could tell us what you wanted to hear. Then we could provide precisely the information you needed. And if you could tell us, this would become pull communication and you'd have a much better experience!

It's precisely this problem - lack of customer insight - that pull communication solves. It enables you to talk to your customers individually - letting them direct the conversation to where they need it to go.

Digital technology enables pull marketing

Pull communication wasn't possible in a paper world. We simply couldn't keep track of what each physician needed to know. Thousands of doctors, each wanting slightly different pieces of information? Forget it! There would be one printed detail aid and that would have to work for everyone. And that's the way it's been until information technology advanced enough.

Now everything's changed. Digital technology enables us to relate to our customers in ways that simply were unimaginable before. Thanks to technology, doctors can now choose which information they are interested in. So during a discussion with a company representative for example, medical professionals can actively pull the information they want. This not only removes the annoyance of irrelevant information but, more positively, makes for a better communication.

Technology allows us to record each medical professional's particular interests as they interact with the systems. So we can return later to provide more relevant information on a topic that they've already expressed interest in. And it continues this way - continually developing a better understanding that powers the provision of high value and very relevant information.

A new relationship with medical professionals

The application of technology is a big deal. It means that we can stop alienating healthcare professionals and instead work at an individual level, responding to each customer's particular needs. By continually providing relevant and high-value information, you enable a more effective communication that creates understanding of our product's benefits. And it raises your reputation with your customers.

But remember to switch from a push to a pull. Simply adding technology doesn't automatically bring improved communication. For that we need the right tech and the right strategy.

About Agnitio

Agnitio helps life science companies generate effective relationships with medical professionals. The provider of the leading pull marketing software platform for the pharmaceutical and medical device industries, Agnitio's system is already implemented in more than 45 countries and 25 languages - and used by major pharmaceutical and medical device companies including: AMGEN, Allergan, Grünenthal, Roche, and Bayer.

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