

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

Three factors that make digital communications relevant

Digital communications is a hot topic right now. So much so that "going digital" starts to seem like an objective in itself. Yet digital isn't an objective any more than conferences or advertising. The objective is to improve the quality of our sales communication. Digital is just a tool; what matters is what we do with it.

What we should be striving for is the same thing that we have always wanted, namely: becoming customer-centric and being relevant to each person's needs. Or in other words making our communication more individualized.

Technology needs a methodology

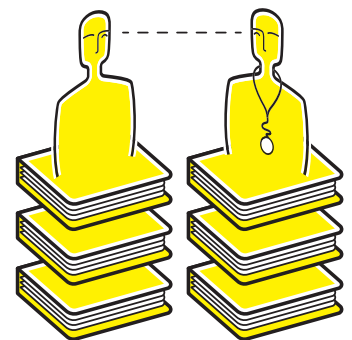
The reason that digital is such a good tool is that it gives us - for the first time ever - the possibility to stop segmenting and to start focusing on people at an individual level. That's the benefit. And it's what can revolutionize our communication with healthcare professionals.

But to get these benefits we can't just focus on the technology. To become relevant to individual needs we need the right strategy. And that includes a methodology that accounts for: Knowledge; Motivation; Context.

Knowledge

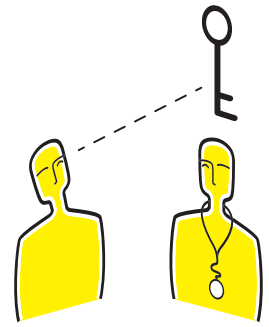
To be effective, each customer interaction needs to match the customer's knowledge level on a particular topic. This can vary significantly. Some healthcare professionals will be well informed while others less so. It's vital that our digital sales communication accounts for this.

If we talk above their level, we'll lose their attention because they can't relate to the information. On the other hand, if we talk to a knowledge level below their understanding, they will feel bored or patronized. Either way, they are not listening.



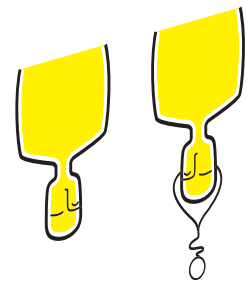
Motivation

Motivation is someone's desire to engage. As with knowledge level, this will be different for each person. We have a tendency to believe that everybody is driven by the same motivations that we are; yet it's not the case. You can buy a bicycle, for example, for any number of motivations - because you want to get in shape, because you want to be environmentally aware, or just because it's a cheap form of transportation. If you talk to the wrong motivation it'll get you nowhere.



Context

This is about the personal situation of each customer and their individual requirements for how they receive information. And it's a vital step in the process. After all, what's the point of talking at exactly the right knowledge level, and being spot on with our motivational understanding, if the information isn't available when and where it is needed?



The good news is that we live in an age when digital communications can flow to wherever we our customers want it and in the form they prefer - whether at home, in the office, mobile, visual, written or audio.

Customer-centric sales

If we can get these three factors right - accounting for knowledge, motivation, context - we truly start to get the full benefits of "going digital".

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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