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# Cross-Brand Segmentation: An Introduction to Selling Through Advanced Customer Knowledge

*Knowledge Management*

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The Lilly logo is written in a stylized, cursive script font.

Answers That Matter.

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# What is Segmentation?

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## Definition:

The division of customers into groups (segments) that: (1) have common needs/wants/preferences and (2) will respond similarly to a specific marketing strategy.

## History:

- Since the 1950's, segmentation has been used in developing marketing strategies.
- Consumer product companies use segmentation all the time.

# How do you Segment Customers?

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Collect opinions and behaviors on a subset of customers that represent all customers.

Identify segments of customers that think and behave similarly.

Design a sales & marketing approach tailored for each segment.

# Why use Segmentation?

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Customer: “The more I know you care about me,  
the more I care about what you know.”

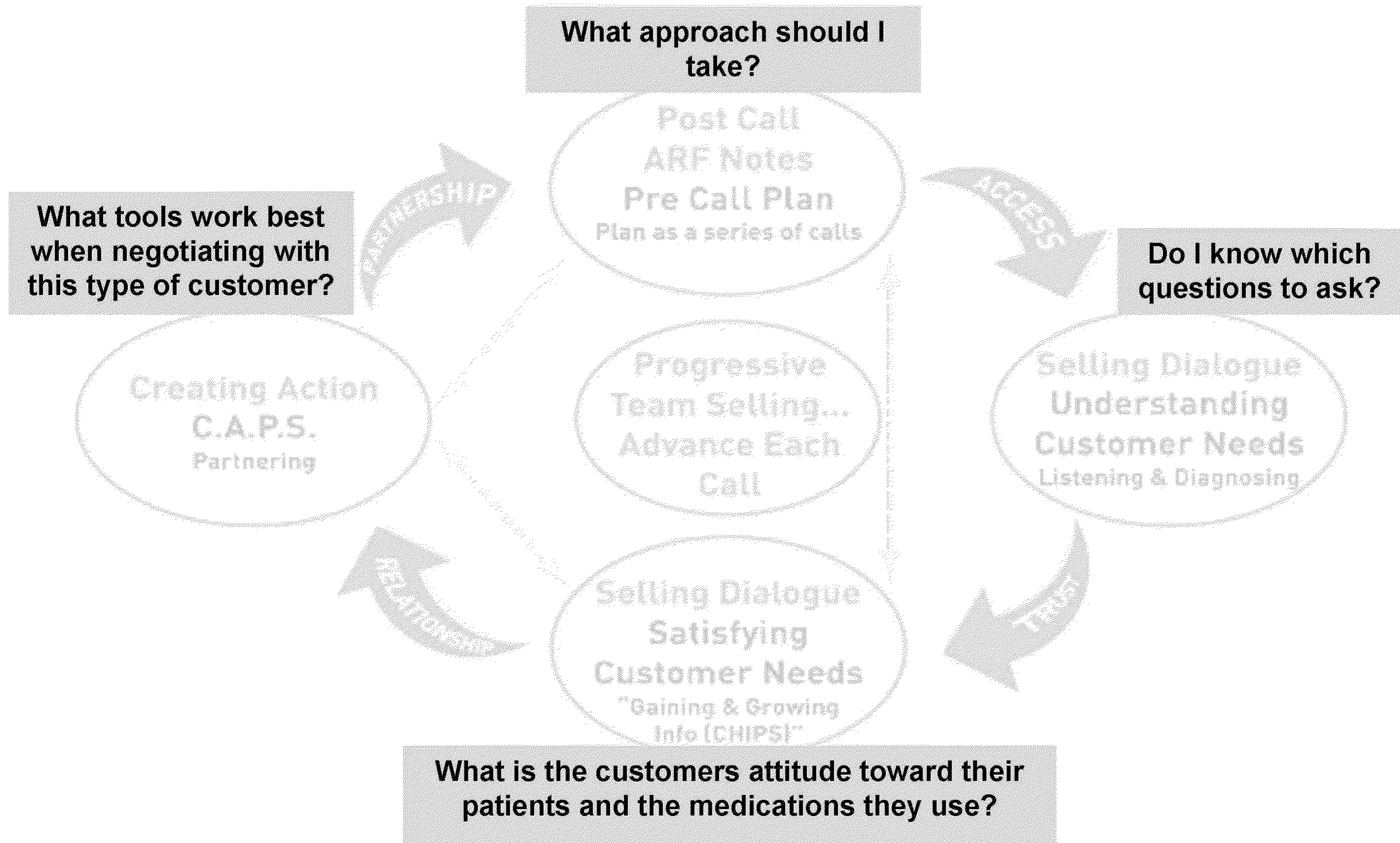
## Because:

- Not all customers are the same!
- It identifies groups of customers who share common traits.
- So we can tailor our approach to each segment appropriately. **(STP)**

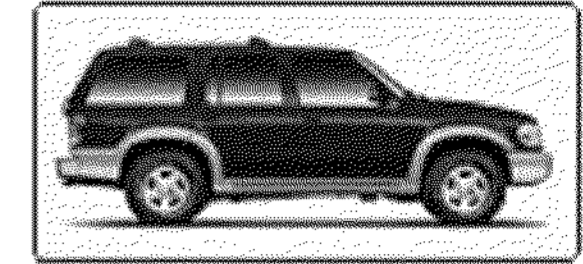
# Why use Segmentation?



# Why use Segmentation?



# Example of Segmentation



If you were a car salesman, you would want to know what to say & how to approach your customers when selling a Ford Explorer.

## SEGMENT A

### SUV Decided

Definitely going to purchase an SUV, but what brand?

#### ***Right Approach:***

- Sell against other SUV's, encourage test drive

#### ***Wrong Approach:***

- Sell against sedans and minivans

#### ***Message:***

- Explorer is the best SUV

## SEGMENT B

### Seeking Family Car

Hasn't decided what kind of car is best for the family

#### ***Right Approach:***

- Stress safety, storage, bad weather, and visibility benefits over cars and vans

#### ***Wrong Approach:***

- Sell against other SUV's

#### ***Message:***

- Explorer is the best family vehicle

## SEGMENT C

### Adventure Seeking

Plans to use the car for weekend/ recreational use

#### ***Right Approach:***

- Sell against other SUV's and trucks stressing towing and off-road capabilities

#### ***Wrong Approach:***

- Sell against sedans

#### ***Message:***

- Explorer is the best all around recreational vehicle

# The Importance of Neuroscience Segmentation

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“I don’t mind using higher doses or trying something new if it gets the job done. My patients have serious problems that require the latest medical developments so I don’t have time for a sales rep who comes in with outdated information.”

**Dr. Cruise**

- Have you met someone like Dr. Cruise?
- How would you describe him to a new representative?
- How might an early understanding of his segment type help build a stronger relationship?
- What could happen if you came unprepared for this type of doctor?

**We’ll talk more about Dr. Cruise later.**



# The Importance of Neuroscience Segmentation

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“One mistake could cause irreparable damage and I could be sued. I usually check with my colleagues to see how things are going before trying new medications. Even then I rely on my own diagnosis procedures.”

**Dr. Stable**



- Have you met someone like Dr. Stable?
- How might an early understanding of her segment type help build a stronger relationship?
- What would happen if you used the same approach that you used with Dr. Cruise?

**We'll talk more about Dr. Stable later.**

# What's in it for you?

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- Another level of customer understanding
- Address the specific concerns/needs/interests of a specific group of doctors rather than the entire market (P2P)
- Improves territory management
- Increase resource effectiveness and efficiency

Targeting

Frequency

Better implementation around  
the box to drive overall  
performance

Message

Programs

# What's in it for the brand team (Indy)?

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- Address the specific concerns/needs/interests of a specific group of doctors rather than the entire market.
- Tailor a marketing mix that is attractive to specific segments.
- Increase resource effectiveness and efficiency.

# Why conduct a Neuroscience Segmentation?

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## Proven Success With Segmentation

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File name/location

Company Confidential  
Copyright © 2000 Eli Lilly and Company

# Goal of Neuroscience Segmentation?

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# Neuroscience Segmentation is...

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Division of neuroscience customers into segments that have common traits like: attitudes & behaviors about treating neuroscience diseases...

&

... as a result each neuroscience segment requires a different marketing strategy tailored to their common attitudes & behaviors toward treatment

***This does not replace Insights. They work synergistically.***

# How does segmentation work with Insights?

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## Insights helps you...

- Better understand how & why your customers react to your style
- Determine ways to build relationships

## Segmentation helps you...

- Better understand how your physicians approach neuroscience treatments
- Determine appropriate neuroscience programs



## Both help you...

- Pre-call plan
- Better understand your customers
- Better satisfy needs → Create Action

# Neuroscience Segmentation is...

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An integrated strategy enhancing the fundamentals of STP

A tool used across all marketing interventions

A cross-brand strategy that applies to the entire neuroscience portfolio

An enduring cross-brand strategy for in line and launch products

An additional way to better understand your customers



# Why Neuroscience Segmentation now?

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The near future will have more changes to the Neuroscience marketplace than have occurred in the past 3 years!

## Lilly Launches

- Zyprexa IM

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## Competitor Launches

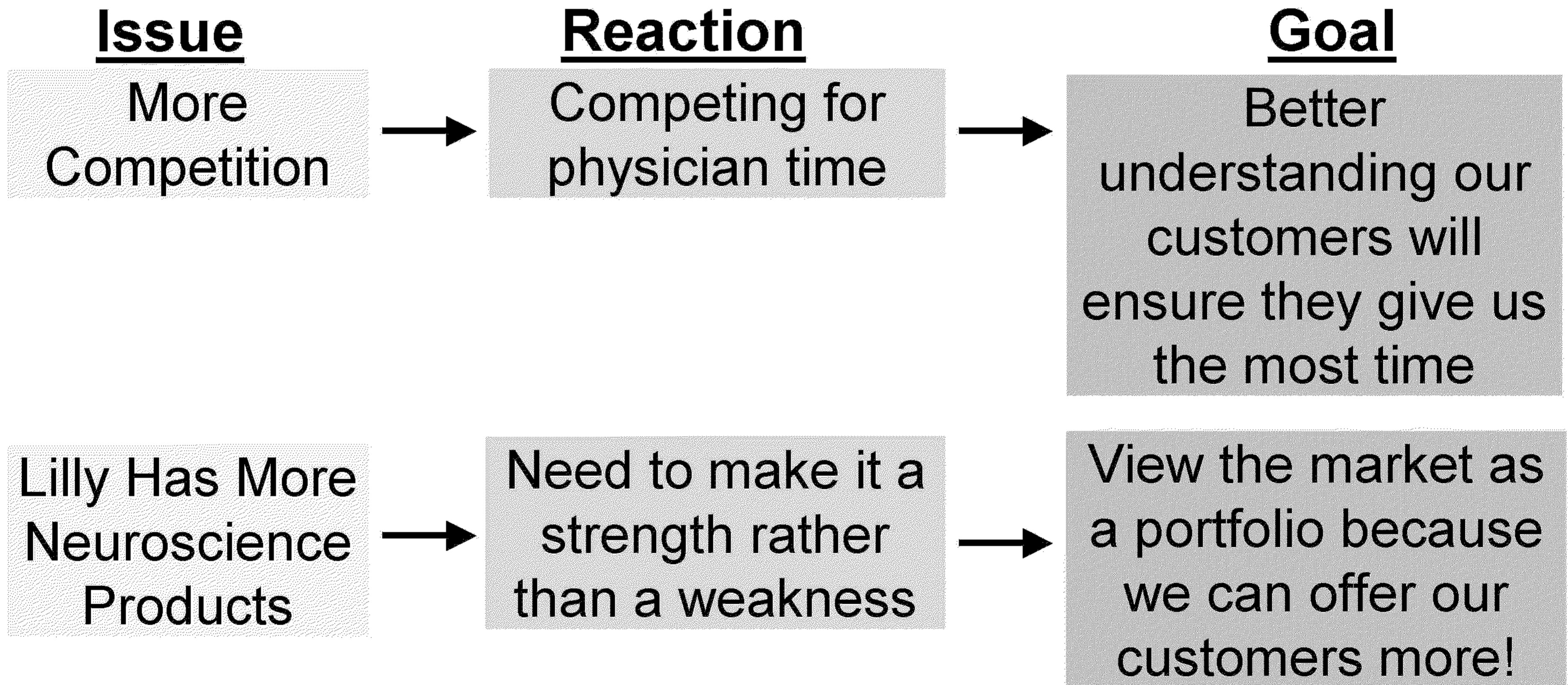
- Geodon IM
- Lexapro
- Aripiprazole
- Risperdal Depot

***Neuroscience Segmentation will help us Prepare for competitor launches as well as our launches!***

# Preparation for Market Events

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**Multiple Product Launches Will Requires Us To think Differently To Be Successful with Our In-Line and Launch Products**



***Neuroscience Segmentation Will Help Us Meet Our Goals***

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# What are the Neuroscience segments?

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**High  
Flyer**

**Skeptical  
Experimenter**

**Rule  
Bound**

**Selective  
Majority**

# Identifying Neuroscience Segments

**Step 1**

**Experimental**

**Or Follows the Crowd**

**Step 2**

**Step 2**

**Trust Info**

**Or**

**Confirm w/  
Experience**

**Rigorous**

**Or**

**Simplistic**

**High  
Flyer**

**Skeptical  
Experimenter**

**Rule  
Bound**

**Selective  
Majority**

# Identifying High Flyers

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## **Experimental:**

- Uses Higher Doses
- First among their peers to try medications when they first enter the market
- First among their peers to try new uses of medications

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## **Trust Info:**

- Anxiously awaits for new information from pharmaceutical companies
- Willing to try something new to get a patient better

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**High Flyer**

# High Flyer Profile

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## **Who are they?**

***Earliest adopters of new medications & new uses of medications***

## **How do they approach treating patients?**

***Willing to try new things to move patients forward***

- Not bound by the label
- Willing to push the dose of medications
- Willing to use adjunctive therapy
- Typically they are treating symptoms rather than a diagnosis
- More patient focused than other physicians

## **What do they like from a pharmaceutical company?**

***Keep them connected with the up-to-date information***

- Prefer to learn from “experts” about new information
- Consulting Conferences
- Interventions tailored to their interests

# Identifying Skeptical Experimenters

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## **Experimental:**

- Uses Higher Doses
- First among their peers to try medications when they first enter the market
- First among their peers to try new uses of medications

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## **Confirm with Experience:**

- Chooses treatments based on personal experience and mechanism of action
- Choosy about where they obtain new information
- Experiments to prove/disprove new information

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**Skeptical Experimenter**

# Skeptical Experimenter Profile

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## **Who are they?**

***Moderate/High volume and adoption in diseases/population treat***

## **How do they approach treating patients?**

***Tailor medications to needs of each individual patient***

- Personal experience determines drug choice
- Not indication/label driven
- Willing to push dose beyond label
- They are in control of patient treatment
- Experiments to prove/disprove information

## **What do they like from a pharmaceutical company?**

***Provide data and a forum for them to share expertise***

- Interactive sessions with colleagues (*round table, Q&A, thought leaders*)
- 3rd party information



# Identifying Rule Bounds

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## **Follows the Crowd:**

- Tries new treatments or approaches once their peers are comfortable
- Restricts treatments to the medication label or follows what “everyone” else is doing

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## **Rigorous Approach:**

- Diagnosis is an important part of determining treatment
- Follows the rules of the system/facility (formulary, etc.)
- Concerned with safety

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**Rule Bound**

# Rule Bound Profile

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## **Who are they?**

***Moderate volume and adopters of our portfolio products***

High APS volume (within specialty).

## **How do they approach treating patients?**

***Treats patients efficiently by following the rules***

- Diagnosis driven
- Most are very knowledgeable about new information, but do not necessarily act on it until it is widely accepted
- Practices according to the “standard of care”
- Doesn't have enough time, looks for efficiencies

## **What do they like from a pharmaceutical company?**

***Provide the rules and the standard of care***

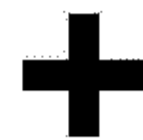
- For Standard of Care keep them up-to-date on the treatment standards and side effect information
- CME, textbooks, PDR, etc.

# Identifying Selective Majority

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## Follows the Crowd:

- Tries new treatments or approach once their peers are comfortable
- Restricts treatments to the medication label or follows what “everyone” else is doing



## Simplistic Approach:

- Niche products based on symptoms or side effects
- Uses fewer medications than their peers
- If Psych, may prefer to use psychotherapy in their office



**Selective Majority**

# Selective Majority Profile

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## **Who are they?**

### ***Slower adopters of new products and new uses of products***

As a drug & disease become mainstream, these customers become more important

## **How do they approach treating patients?**

### ***Keep it simple and straightforward***

- Disease and treatment should be simple
- Symptom focused
- Doesn't necessarily follow rules, but keep it simple
- Psychotherapy is an important part of my practice

## **What do they like from a pharmaceutical company?**

### ***Remind me of your niche***

- Simple message from a rep
- Rep relationship is very important! They like it when a rep knows and acts on their personal likes and dislikes

# Neuroscience Institution Segment Summary

<b>Segment</b>	<b>Segment Theme</b>	<b>Segment Strategy</b>
<b>High Flyer</b>	<i>I eagerly seek out new ways to treat my patients</i>	Lilly is the best at providing new treatment information
<b>Skeptical Experimenters</b>	<i>I decide how to use medications based on personal experience</i>	Lilly is the preferred medium for these customers to share experiences
<b>Rule Bound</b>	<i>I follow the rules when treating my patients</i>	Lilly is the best at updating customers on the “rules” for treatment
<b>Selective Majority</b>	<i>I prefer to keep treatment simple and straightforward</i>	Lilly provides simple, consistent information

# Remember Dr. Cruise...

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Which segment best describes him?

- A. High flyer
- B. Skeptical experimenter
- C. Rule bound
- D. Selective majority



**Think about your answer before going on to the next slide.**

# Dr. Cruise is a High Flyer

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## Why a High Flyer?



**“I don’t mind using higher doses or trying something new if it gets the job done. My patients have serious problems that require the latest medical developments so I don’t have time for a sales rep who comes in with outdated information.”**

# Remember Dr. Stable...

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Which segment best describes her?

- A. High flyer
- B. Skeptical experimenter
- C. Rule bound
- D. Selective majority



**Think about your answer before going on to the next slide.**



# Dr. Stable is a Rule Bound

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## Why a Rule Bound?



“One mistake could cause irreparable damage and I could be sued. (Concerned with **SAFETY**) I usually check with my colleagues to see how things are going before trying new medications. Even then I rely on my own diagnosis procedures.”

# Summary/Key Points

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Customer: “The more I know you care about me, the more I care about what you know.”

Segmentation is one aspect of customer understanding.

Segmentation is an easy and effective approach.

Segmentation will help advance Selling Through Partnering and in turn, sales!

# What should I do with my customers that are not psychiatrists?

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**Apply segmentation with any customer that practices like a physician, like...**

- Nurse Practitioners**
- Physician Assistants, etc.**

**...otherwise use your judgment on how to sell to this customer**

***Thank you for your work preparing for the POP meeting.  
An Audio CD will be arriving next week.***