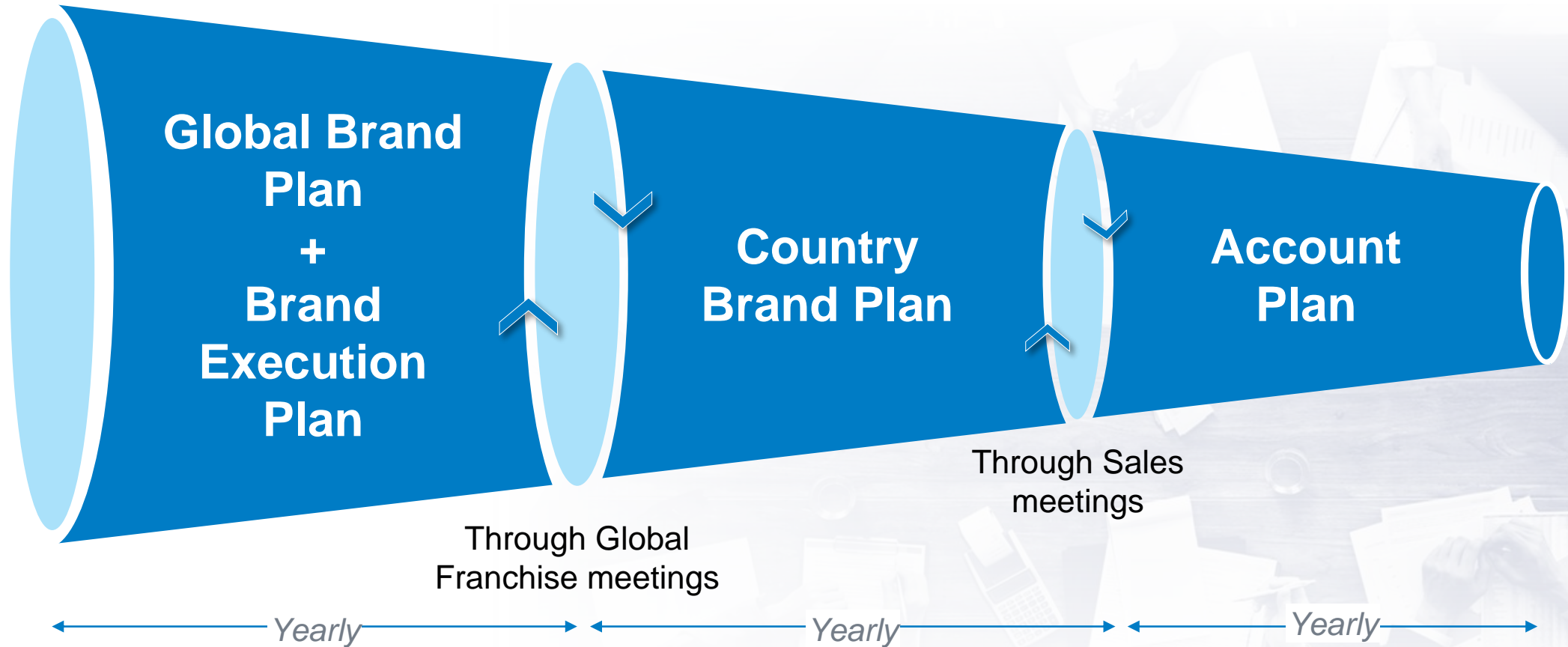


ACCOUNT PLANNING EXCELLENCE

DELIVERING CONCRETE VALUE-BASED PROPOSITIONS THROUGH ASSESSMENT OF CUSTOMER NEEDS



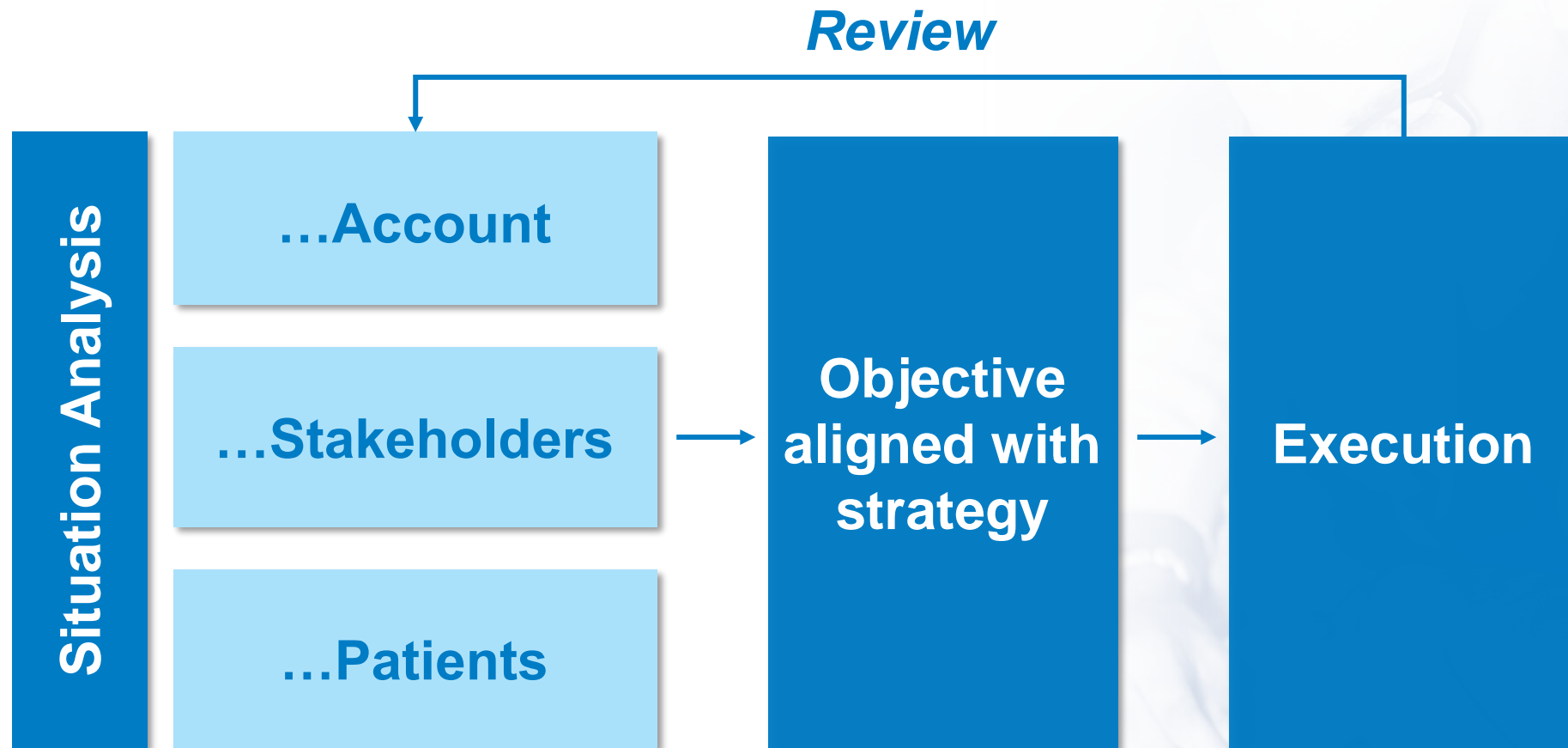
Translating global strategy into local operations



Embed the Franchise Strategy into the Account Plan

1 Review to be done potentially by Franchise Head, Country GM or Customer Excellence Head

Account Planning at a glance



Account Planning in details

Contents

SITUATION ANALYSIS	...ACCOUNT	<ul style="list-style-type: none">• Internal situation• Patient population• Product usage and formulary access• Competitive Analysis• Account mapping & segmentation
	...STAKEHOLDERS	<ul style="list-style-type: none">• Key Stakeholder mapping• Commercial Segmentation
	...PATIENTS	<ul style="list-style-type: none">• Patient journey and treatment protocol• Patient flow incl. share of treated patients with our company
	<i>SWOT as you go</i>	<ul style="list-style-type: none">• SWOT Analysis• Key Drivers and Barriers
OBJECTIVE	Account Value Proposition	<ul style="list-style-type: none">• All of the insights above• Account's internal objective• Brand Execution Strategy
EXECUTION		<ul style="list-style-type: none">• Critical Success Factors• Resources• Key Stakeholder Engagement Plan• Action Plan, Portfolio & Services management

