

Account

Group of customers (e.g., hospitals, wholesalers, government, pharmacies) that are related to one another and are part of the local healthcare decision-making process.

Account Attractiveness

How attractive an account is to AstraZeneca – “what makes us want them.”

Account Prioritisation

Process of identifying the accounts that are likely to yield the best and most appropriate impact.

Active Influence

Specifically trying to change someone’s point of view through discussion, persuasion and demonstration.

Belief in Our Product Proposition (BIOP)

Stakeholder’s belief in our product’s efficacy, safety and clinical value.

Business Questions Analysis

Tool used to help focus the information-gathering process on the key information needed to gain insight into an account. The 4 steps involved are:

- What Business Questions do I need to answer to really understand my customer?
- What data sources will give me the best answers?
- Once I get this information, what is the best way to present the data as information?
- What insights does this information give me?

Buyer

The person responsible for a contract. Buyers are typically mostly focussed on ensuring that the decision yields a good result and that there are no complications with buying the product.

Cautious or Reluctant Supporter

Stakeholder with high Belief in Our Proposition but low Trust and Confidence in AstraZeneca.

Constructive Critic

Stakeholder with low Belief in Our Proposition but high Trust and Confidence in AstraZeneca. They don’t believe in our proposition, but they do trust AstraZeneca or our Account Manager. These stakeholders can provide extremely valuable feedback that one would never get from an opponent.

Decider

The person or people who have the final say on a purchase decision. Deciders are typically focussed on achieving measurable and quantifiable results.

Decision Maker Mapping

The strategic and tactical process to determine critical customer groups, their inter-relationships, their needs, and how to address their needs through effective and appropriate resource allocation and activity.

Decision Making Unit (DMU)

The individuals involved in the purchase and utilisation of your product.

Initiator

The person who suggests purchasing a product or service. Initiators often demonstrate expertise in the subject area.

Insight

Fresh and penetrating truth about our market and customers that can be applied to create business advantage for our brands.

Key Account Management (KAM)

Process consisting of the purposeful building, developing and managing long-term relationships with the DMU and stakeholders of accounts that have strategic importance for AstraZeneca. This is done through achieving account-specific objectives.

Maintenance Account

Account with low-to-medium Account Attractiveness and medium-to-high Relative Strength.

Neutral

In SWOT analysis, factors that do not cause either an advantage or a disadvantage, or factors where you do not know whether they are an advantage or disadvantage in comparison to our competitors.

Opponent

Stakeholders with low Belief in Our Proposition and Trust and Confidence. They do not believe in our product or trust AstraZeneca and are therefore unlikely to have any loyalty to either. They probably support one or more of our competitors.

Opportunistic Account

Account with low-to-medium Account Attractiveness and low-to-medium Relative Strength.

Opportunities

In SWOT analysis, external factors that may have a positive impact on AstraZeneca.

Passive Influence

Influence that changes a stakeholder's point of view without any active effort. Instead, the stakeholder adopts the views or behaviours of the influencer through their own choice as they realize that the influencer has a valid or relevant viewpoint.

Prescriber/User

The person or people who actually will use the product or service. For drugs, these are typically the healthcare professionals who prescribe the drug. They are typically interested in efficacy, safety, ease of use and the overall benefits and risks for patients.

Priority Account

Account with medium-to-high Account Attractiveness and medium-to-high Relative Strength.

Priority Development Account

Account with medium-to-high Account Attractiveness and low-to-medium Relative Strength.

Product Value Proposition

Mutually beneficial solution tailored to specific customer needs, that provides the reason for a customer to engage with AstraZeneca and whose implementation should be jointly owned and evaluated to ensure that the desired outcomes are achieved.

RACI (Responsible, Accountable, Consulted, Informed) Matrix

Account planning tool that displays internal stakeholder roles/names and individual activities, and indicates each stakeholder's role in each activity.

Relative Strength

AstraZeneca's strength from the customer's perspective – “what makes them want us.”

Stakeholder

Any individual who influences and is affected by purchasing and utilisation decisions.

Stepped Progression

Series of steps that help mark and measure progress in an account.

Strategic Account Excellence (SAE)

Another term for “Key Account Management”

Strategic Account Objective

Clear goal describing what AstraZeneca wants to achieve in a specific account.

SWOT (Strength, Weakness, Opportunity, and Threat) Analysis

Tool for turning insight into competitive advantage by analysing internal and external factors that affect our relationship with an account. The factors can be strengths, weaknesses, opportunities or threats.

Strengths

In SWOT analysis, product- or company-related issues that are assets to AstraZeneca, but not to our competitors, OR are advantages of our product over our competitors' products.

Supporter

Stakeholders with high Belief in Our Proposition and Trust and Confidence. They are likely to be product advocates.

Threats

In SWOT analysis, external factors that may have a negative impact on us.

Trust and Confidence (T&C)

Account's level of trust in AstraZeneca and key AstraZeneca personnel.

Weaknesses

In SWOT analysis, product- or company-related issues that put us at a disadvantage compared with our competitors.

Win/Win/Win

Working and partnering in a way that builds wins for our accounts, AstraZeneca, and, most importantly, patients.