

Create a Living Case: Your Most Important Customer Worksheet

Your Most Important Customer

Target Patient Group

Thought Leader Specialty

Type of Organization

Thought Leader Role in the Organization

Thought Leader's
Behavioral Style

How will you align your behavior?

TL Position in the Influence Network

• Who influences them?

• Whom do they influence?

• Associations/Organizations

• Preferred Method of influencing

What are the TL's priorities and needs for this patient group?

TL's opinion of the Bayer
information?

- Aware
- Understands
- Accepts

Bayer information source

What are the TL's concerns or objections?

What has been the TL's direct and indirect experience with the patient group?

What are the TL's beliefs regarding the care of this patient group, and related therapy options?

Interaction Plan

What is your Interaction Objective for your
next interaction?

What resources will you need?