

Article

How to Get Your Message In Front of Pharma Brand Managers

*Use Streaming Digital Media to Deliver Your
“Elevator Pitch”*

By John Mack

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We all know that pharmaceutical sales and brand managers are finding it more and more difficult to gain access to physicians. Many vendors have solutions, but cannot get access to busy product managers who are themselves much more difficult to reach than physicians! That's been good news for people like me who have built a business helping vendors promote their products and services to the pharmaceutical industry!

How can you better position yourself to reach decision makers within pharmaceutical companies?

Practice what you preach, that's what!

What's good for the goose—physicians—is also good for the gander—product managers. More and more these days, vendors are developing and offering Internet-based applications that help pharma companies reach physicians.

Sponsors Offer Examples

Shaun McIver, CEO of StreamLogics, a Toronto-based provider of webcasting applications, in a recent Pharma Marketing Talk podcast spoke of a "perfect storm," which is driving pharmaceutical firms and healthcare organizations toward streaming media-based training programs.

Paul Boidy, Executive Vice President, Sales and Customer Solutions at ReachMD, suggested that his company's streaming XM Radio audio content delivery system is a cost-effective way to reach the long-neglected physician "tail" segment -- those physicians outside the top 20% of high prescribers that pharma mostly focuses on.

McIver and Boidy will both be speaking at the 4th Annual Pharma Networking Dinner on June 4, 2008, at the Princeton Marriott where you can hear more about their solutions.

It makes sense to use the use these technologies to reach physicians who are too busy to see sales reps, but who wish to have access to the information at a time and method of their choosing.

The same logic applies to product managers who are too busy during normal working hours to meet with vendors to hear pitches. That's why you should also use Internet-based technology to get YOUR message/product or service pitch in front of busy product managers who wish to choose when and how to receive them.

Introducing the Vendor Video Showcase

At this year's Networking Event, Pharma Marketing Network will offer attendees the chance to get their



60-second "elevator pitch" videotaped digitally. Typically, elevator pitches are made by entrepreneurs to lure venture capitalists to invest in their start-up companies. However a variety of other people, including project managers, salespeople, job seekers, and speed daters commonly use elevator pitches to get their point across quickly.

The typical elevator pitch (or elevator speech) is an overview of an idea for a product, service, or project. The name reflects the fact that an elevator pitch can be delivered in the time span of an elevator ride (for example, thirty seconds or 100-150 words).

After the event, the digital video pitches will be uploaded to YouTube where participating attendees can review them and decide if they wish to have their videos included in the Vendor Video Showcase DVD that will be given away FREE to pharma product managers. Alternatively, the videos may be streamed on an Internet site.

Tips to help you compose your pitch:

1. Briefly describe what it is you sell. Do not go into excruciating detail. Though it's okay to start with the problem, never indulge in more than a sentence to describe it, no matter how juicy it is. Rather, tell the audience up front what your company sells (even a simplistic description), so the rest of the pitch will make sense.
2. Establish credibility. Mention the credentials, qualifications and achievements of your team. If you have worked with other pharmaceutical companies, mention the largest one. The goal is to convince the audience that you know what you are talking about and that you have the knowledge, experience, and resources to get the job done.

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3. What is your competitive advantage? You need to effectively communicate how your company is different from the competition and why you have an advantage over the competition.

Uses of Your Video Pitch

Here's an idea that I got from Leexan Hong, MS Ed, President, CTE Healthcare Communications who will be attending the June 4, 2008, Networking Dinner.

Leexan intends to submit his video clip to an MSNBC show entitled "Your Business," which features 60-second videos of small companies that have entered a contest to win a makeover for their businesses. The program focuses on the world of America's small business entrepreneurs, featuring profiles, news, advice and tips.

Other ways in which you can use your video sales pitch:

- Upload it to YouTube and embed it on a page of your website,
- Better yet, embed your video on a page on the Pharma Marketing Network portal site, which gets almost 200,000 unique visits per month and is top-rated on Google searches for pharmaceutical marketing. The best place to embed your video is within a listing in the Pharma Marketing Vendors Directory.

There is no fee to have your pitch videotaped digitally at the Networking Dinner Reception. You only pay if you are satisfied and wish to have the video included on the Showcase DVD. The charge is nominal and includes the digital file you can use any way that you want.

The Podcast Pitch Alternative

Not everyone will be able to attend the 4th Annual Networking Dinner Reception and have their pitches digitally recorded on site. It's easy to create your own video pitch and upload it to YouTube, but who's going to see it? It's better to submit your video to be included in the Pharma Marketing **Vendor Video Showcase**. If the demand is there, Pharma Marketing Network plans to set up a site to allow you to do that.

In the meantime, how about a 15-minute Podcast Pitch? Pharma Marketing Network has already produced a number of these, which can be accessed via the [Pharma Marketing Talk](#) Web page, via the iTunes podcast directory, or via the BlogTalk Radio Network.

Pharma Marketing Talk is a live, streaming audio "talk show" hosted by John Mack, the creator of Pharma Marketing Blog and the publisher of Pharma Marketing News. The show features interviews with leaders and innovators in pharmaceutical marketing. After the live show, the audio is archived as a podcast that can be listened via the Web or downloaded for playback on an iPod (or other portable MP3 player).

Participating as a guest in a live Pharma Marketing Talk show is simple: you merely use your phone to call into a special conference number and talk to the host following a pre-determined set of questions. Live listeners can also participate in a chat session to ask questions or they can also call in by phone and conferenced in.

If you are interested in having your product or service highlighted in a 15-minute Pharma Marketing Talk podcast, call 215-504-4164 or e-mail johnmack@virsci.com.

Meanwhile, if you can, register to attend the June 4, 2008 Networking Dinner and get your pitch digital video recorded with an option to include it in the Vendor Video Showcase DVD (or streaming Web video version).

Pharma Marketing News

Pharma Marketing Vendors

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