

How to Prepare Your First Meeting with a KOL

Effective Interactions with External Experts

KOL-Preparing-First-Meeting
Presentation + Documentation

HEALTHCARE MARKETING
DR. UMBACH & PARTNER
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Training + Consulting

Preparing the Meeting

You are planning a first meeting with a Key Opinion Leader or external expert and have set up a date.

What do you do next?
Your homework

Name, Indication ? →

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Step By Step

Goals: What to I want to reach?
Performance Criteria: How do I know I am successful
Analysis: The expert's profile ●
Expectations: Official and personal wishes
Benefit: Which solutions do I offer
Uniqueness: Why my and why my company
Validation: How can I support my statements
Action: What should the other person do
Language: My three core messages
Check: Did I analyze and test what I am going to say

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Analysis: The Expert's Profile

- Business Platforms: XING, LinkedIn →
- Google Scholar
- *Author Indication* filetype:pdf

Begin with a statement that arouses attention:

"... before our meeting I have done a little bit of homework in the web. You know what I found? I found your chart / statement / ...

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Your 3 Core Messages

-
-
-

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Analyze Your Text

Entry statement:
Greetings from ...
We have agreed on ...
Get attention
Customer orientation
How direct are your statements
How visible is the benefit
Desired questions
Call to action
Closing statement


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You talk versus you listen

$$\frac{\text{ears}}{\text{lips}} = \frac{2}{1}$$

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Network



Connect to people: Follow-up

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