

How to Prepare Your First Meeting with a KOL

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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

-
-
-

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

$$\frac{\text{Two ears}}{\text{One mouth}} = \frac{2}{1}$$

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Network



Connect to people: Follow-up

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