



#### SUCCESSFUL WITH I4V @ CAMPAIGNS MARKETING WITH INSIGHTS & TARGET GROUP SPECIFIC CONTENT IN THE SPIRIT OF USER EXPERIENCE & JOURNEY

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# Transactional sale in the past HOSPITAL EMERGENCY ROOM User Hospital Sales Rep.

- User = purchasing decision maker
- Customer relationship
- Product, Features & Benefits
- "Product sale"

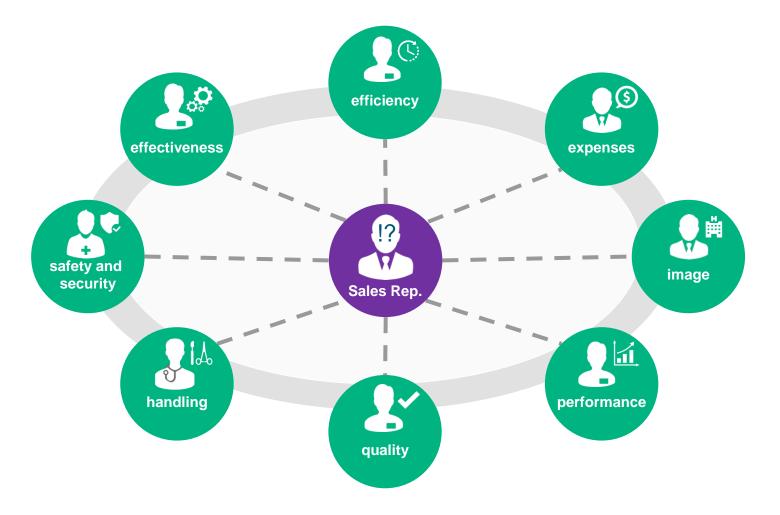


#### In Change Customer accessibility for the sales department





## Change & Complexity Purchasing committee & conflicts of interest



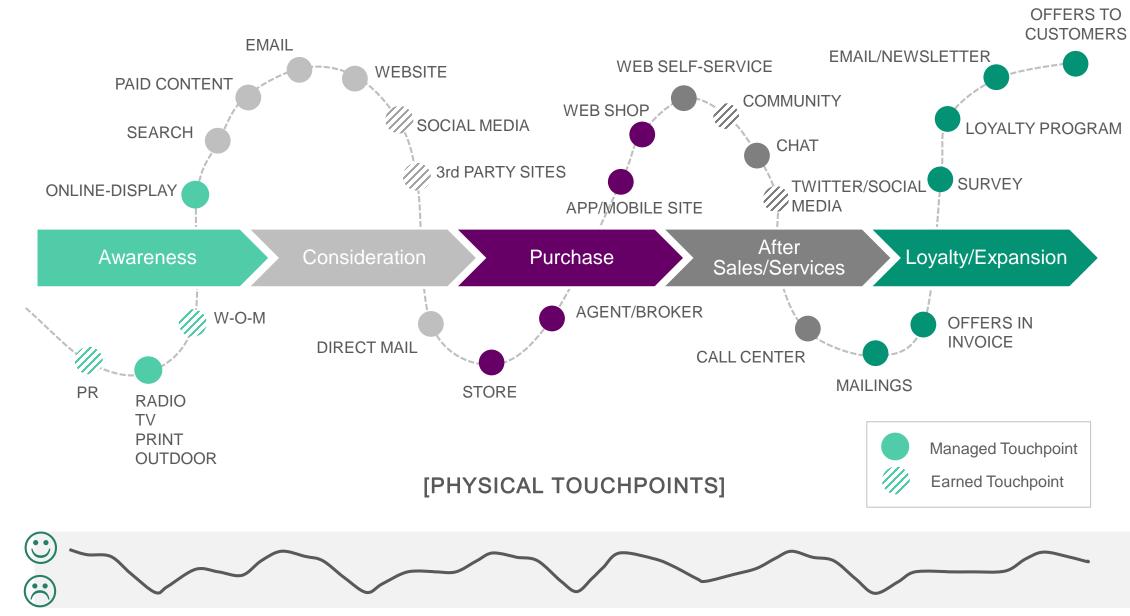


# In todays complex sales environment it's no longer about What you sell but rather how you sell!

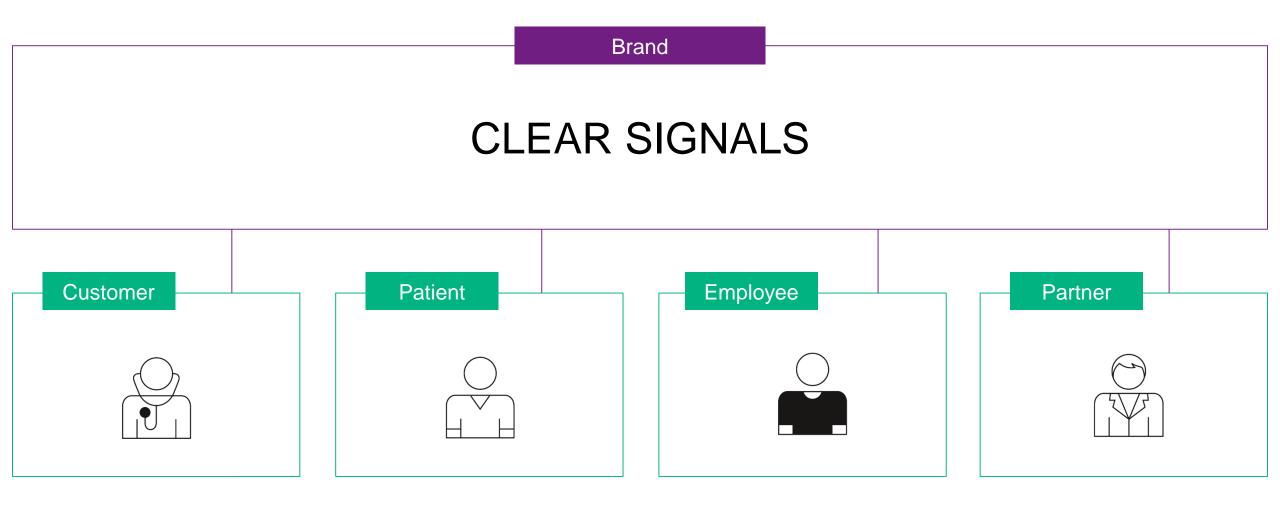
### The Customer Journey & Experience CAN BE very diverse



[DIGITAL TOUCHPOINTS]







# MESSAGING HOUSE STERILE GOODS MANAGEMENT

#### **BBRAUN** SHARING EXPERTISE

Brand Benefits | System Partnership

Targets for Sterile Goods Management

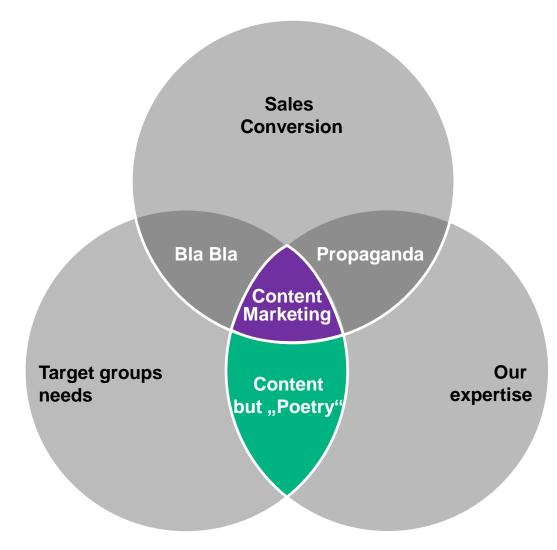
#### **Positioning Statement**

The reliable and efficient supply of the OR with sterile goods is essential for the overall quality and performance in surgery. By establishing lean and digitally enhanced CSSD and OR supply processes B. Braun helps to ensure the economical availability and completeness of sterile goods in perfect functional conditions at the right time and at the right place of use. Based on the strong product portfolio combined with a profound consulting expertise B. Braun is recognized as the quality solution provider for the entire surgical asset management in a hospital. Partnership with system – together for better outcomes.

Value Proposition	Value Proposition	Value Proposition	Value Proposition	
CFO	Central Sterile Services	Head Surgeon	Head Nurse	
Surgery is the base of our daily work – it creates our main revenue stream and means a solid block of costs in our hospital. At the same time, surgery greatly influences our external reputation. With B. Braun I can be sure, that products and services are of highest quality resulting in smart processes to secure maximum cost efficiency. And by the way, it also helps to meet my personal goals.	My task is to secure that I get the right product at the right time in sterile condition at the right point of use for reasonable costs. Therefore my department plays an import- ant role for a successful OR performance. By offering well thought products and services, B. Braun guarantees a seamless and smooth workflow. This makes my job easier and lowers my personal stress level.	I do not need any disturbances during a surgery. And I do not need any complica- tions even after. For me it is important that we – me and my team – can do a good job. With B. Braun I can rely on products and services of highest quality, well thought out and perfectly fitting to our internal processes. So I can keep my team motivated and achieve best performance, day after day. And in the end our patients are benefiting from better outcomes.	The most important thing in the OR for me is the wellbeing of the patient and a smooth work flow. I want to serve the needs of the surgeon in the most proactive and reliable way and need to ensure that everything is available. With B. Braun, I can rely on functional, user-friendly products that are less likely to cause problems. Thought through services and processes make my life easier – before, during and after the surgery.	



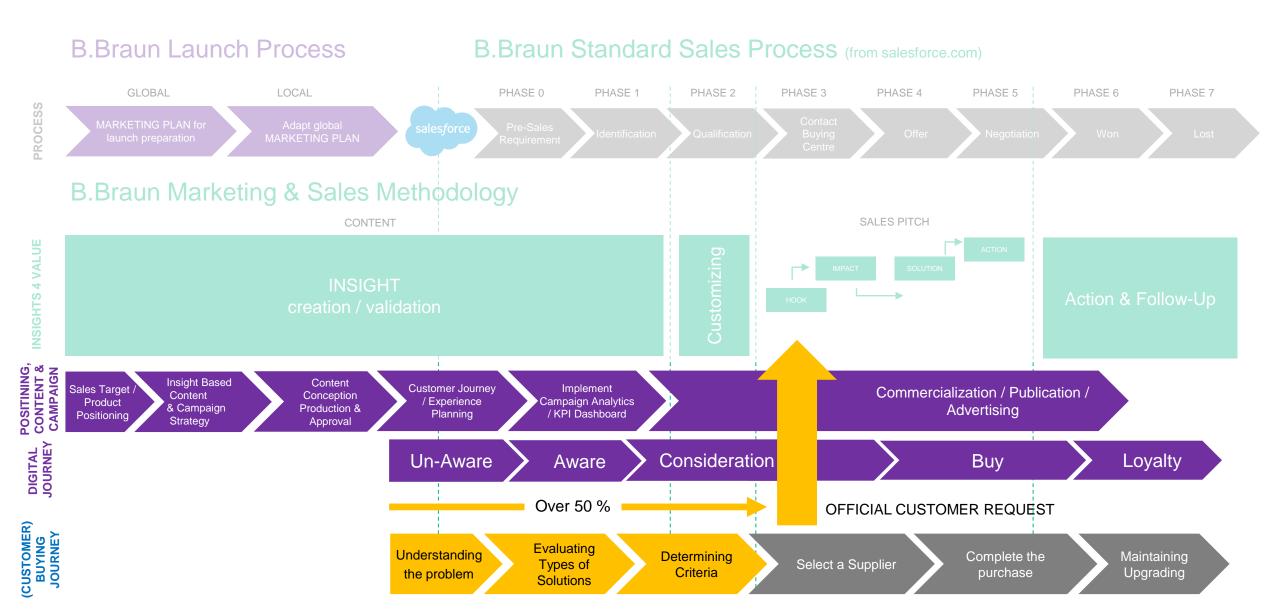
#### The basic idea of "content" But content that is not sold is poetry



#### MARKETING & SALES PROCESS



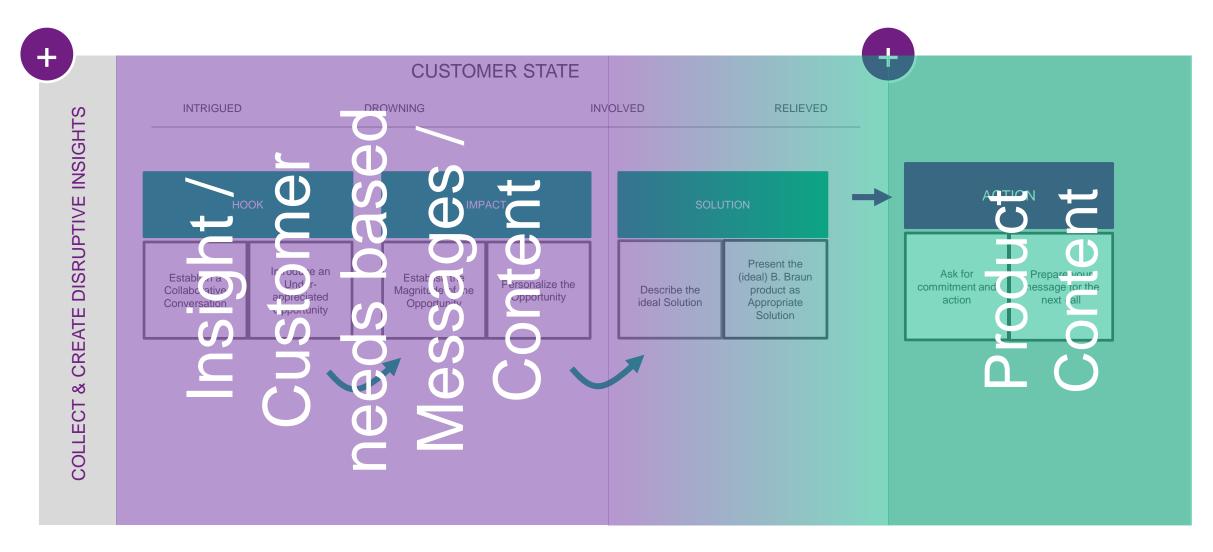
Alignment Across the Organization



## **INSIGHTS 4 VALUE & CONTENT**

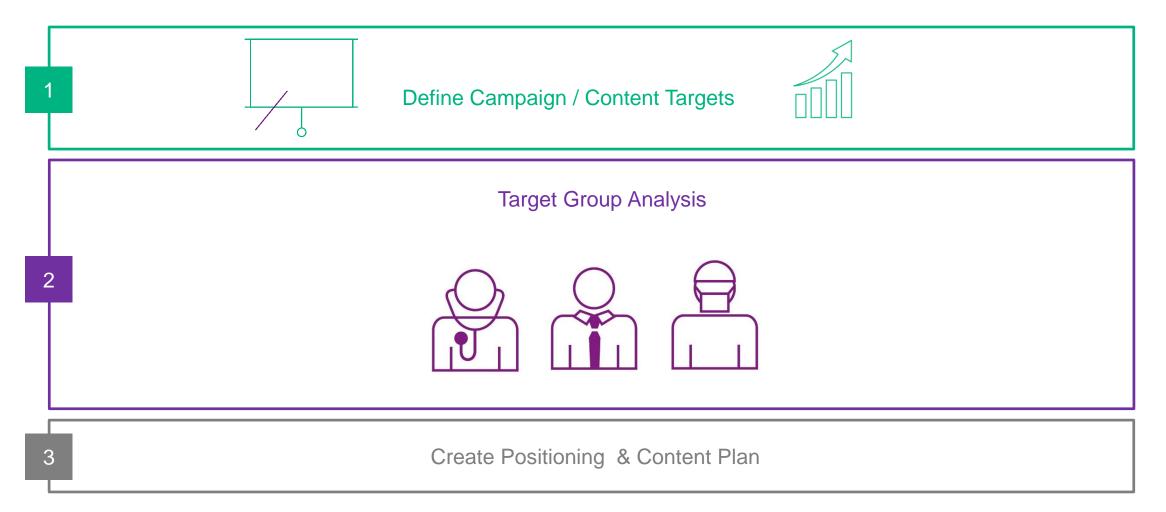


The evolution of a Sales Pitch





#### Content From Targets and Target Groups to the Content Plan.

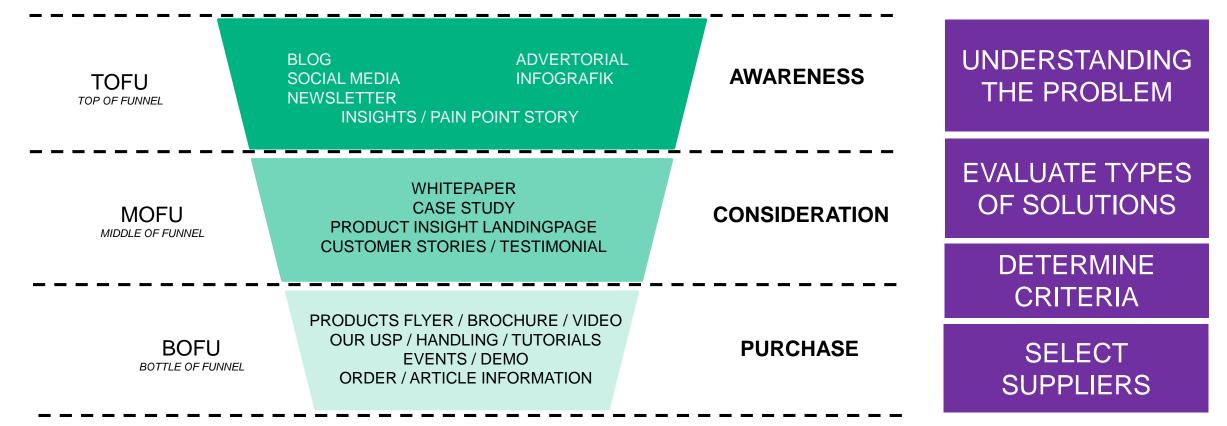




	Sales Funnel	Buyers Journey	
AWARENESS	<ul> <li>The buyer is made aware that he has a need. Attention must be created by the company as well as the first touchpoints.</li> </ul>	<ul> <li>Awareness of his need becomes clear. Attention increases and searches specifically for information.</li> </ul>	UNDERSTANDING THE PROBLEM
CONSIDERATION	<ul> <li>Here the solution is communicated in combination with possible products.</li> <li>B. Braun, brand and solution must be present.</li> </ul>	<ul> <li>The buyer actively searches for a solution and compares it. First products, solutions are</li> </ul>	EVALUATE TYPES OF SOLUTIONS
	<ul> <li>B. Braun product must establish itself as</li> </ul>	considered. The buyer has found a suitable	DETERMINE CRITERIA
PURCHAS	the best solution to the problem	solution. Decision for product is made and he buys.	SELECT SUPPLIERS

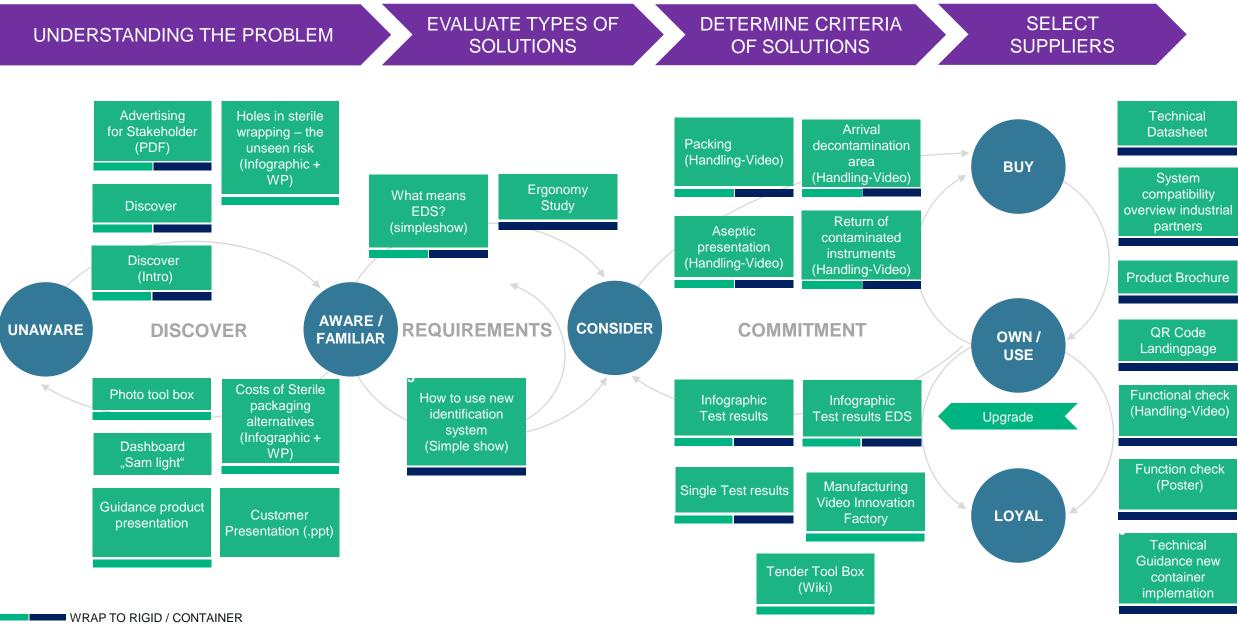


#### **CONTENT FORMATE / TOUCHPOINTS**



#### The Content Planing Model

		Understand the Problem	Evaluate Types of Solution Solution Crit		mplete Schase Maintain
	Customer Journey Phases	Awareness	Consideration	Purchase	Loyalty
MODE	Customer Needs				
	Customer Touchpoints (online / offline)				
	Source of Information				
Content	Content Elements				
	Data Perspective	Known Needed	Known Needed	Known Needed	Known Needed



WRAP TO RIGID

#### CONTAINER





# WE ARE ALREADY ON THE ROAD ... AND THE AICON CAMPAIGN IS ANOTHER GREAT JUMP AHEAD ON THIS JOURNEY