



**CHETOCHINE**  
Consulting Group

# GAIN

## Target Audience

- Pharmaceutical Laboratories

## Objectives

A process that brings together collaborators all horizons of the concerned laboratory concerned by the product, the brand.



Teams are broken down into small groups that:

- Receive full information about the concept of cause and the fight.
- Work on real cases in order to materialize the concepts presented.
- Work in creative groups on their own brands using different models that are available to them.
- Formalize their research.

The cause or causes should then be presented to doctors to determine how they are understood, accepted, and stored.

## Training Methodology

- Develop the performance diagnostics market skills, communication of all marketing stakeholders
- Marketing research of an organization ... in terms of marketing culture, communication, sales, leading to the development of the territory of each brand's product portfolio
- Implement an creative analysis plan and communication action plan with key stakeholders.

## The lasting benefits of GAIN

- An innovative approach
- Sharing of experiences among the various stakeholders
- A tool for team building around the brand
- A maximum fertile source of ideas and actions.



# GAIN

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## Why Implement the GAIN ?

**Create the conditions for change behavior change linked with the evolution of the market situation.**

**Be as effective as a leader or challenger in the Marketing and Communication Plan :**

- With the target.
- To build customer loyalty with the target and prepare for the future.

**Capitalising in communication to develop:**

- Study protocols, the communication steps ... the most efficient .
- The image of the laboratory.

**Establish the preference of customers to the brand under the GAIN protocol**

Being the Marketing / Market Research / Sales team with the most innovative approach.

## Length of GAIN ?

- 2 days with :
  - Applied on cases selected for the laboratory