

Sales Playbook Conversation Health

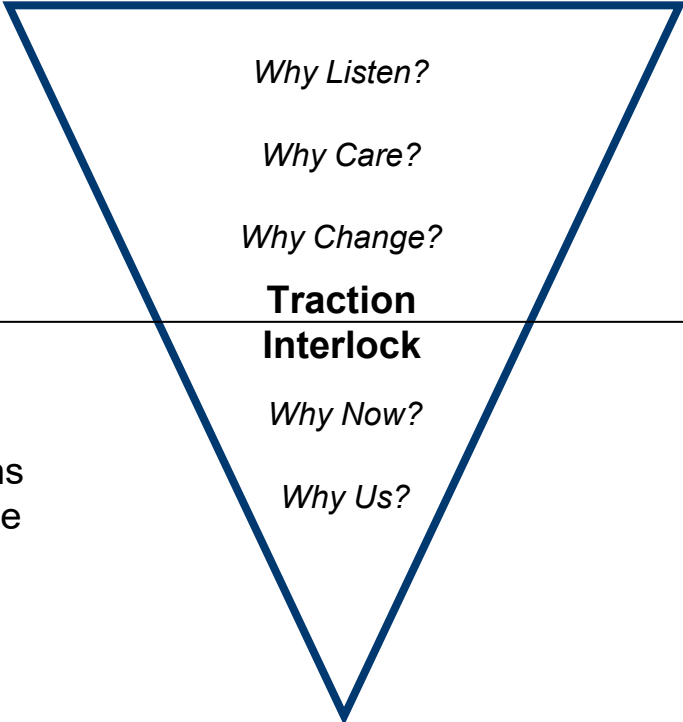
Customer Creation Funnel

STRATEGIES

Provoke
Engage
Communicate POV
Set Buying Vision

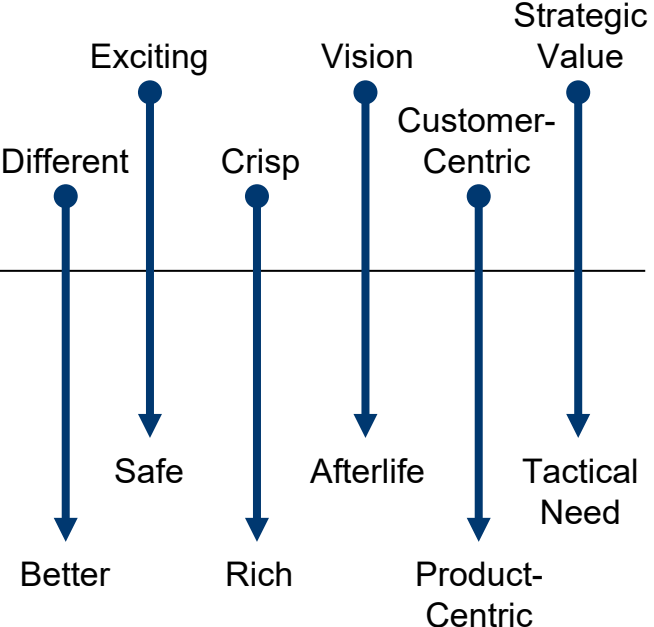
Create Contrast
Demonstrate Value
Overcome Objections
Drive to Urgent Close

UNIVERSE OF POTENTIAL BUYERS



Customer

MESSAGING TRANSITIONS



Simplified Decision Journey

Customer Lifecycle Stage	Awareness	Consideration	Decision	Deployment	Advocation
Funnel Stage	Top of Funnel	Middle of Funnel	Bottom of Funnel		
Buying Constellation Tone	Unmet, Undervalued or Unknown Needs	Needs Confirmed and Solution Fit Established	Economic Impact and Value Proven	Solution Implemented and Value Realized	Value Acknowledged and Communicated
Buying Constellation Decision Assistance	Challenge Assumptions	Build Trust	Create Contrast	Attain Value	Cultivate Endorsement
	Highlight Risk Unless Change	Provide Compelling Reason to Purchase	Build Preference	Measure Value	Amplify Reference
	Build Credibility	Drive Buying Vision and Urgency	Provide Metrics that Matter	Reinforce Decision	Activate Word of Mouth
Marketing Themes	Why Listen, Why Care, Why Change	Why Now, Why Us	Why You	Why Stay, Why Evolve	Why Buy More

Sales Process and Stages

Qualify

Engage

Discover

Prove

Resolve

Commit

Won

Probability	0%	10%	25%	50%	75%	90%	100%
Verifiable Outcomes	Account Meets Qualification Standards	Challenges Confirmed Status Quo Understood POV Articulated CMO engaged by Rep	Solution Defined Project Success Factors Established Evaluation Process, Purchasing Process and Steps to Close Confirmed Scope is Within Budget/Authority Confirmed	Platform Demonstrated Value Hypothesis and Solution Fit Presented and Accepted Proposal Submitted and Reviewed	Risks Mitigated Launch Date Confirmed Contract Prepared and Presented for Approval	Proposal Accepted MSA Redlines Received & Reviewed Contract Signed / PO Secured by Economic Buyer	Agreement Executed Purchase Order Secured Onboarding kickoff and implementation plan approved CSM assigned
Milestones	Buyer Ready	Needs Confirmed	Fit Confirmed	Proposal Submitted	Proposal Approved	Agreement Finalized	Platform Provisioned
Check Point to Move to Next Stage	BANT OR GROW ROI Confirmed	POV Accepted	Business Case Defined Value model metrics given from Accounts	Value Defined and Accepted	Verbal Commitment	Contract Signed and Vendor Setup Process Completed	Client Welcome and Onboarding
Owner	SDR/AE	AE/SE	AE/SE	AE/SE/VE	AE/SE/VE/PSO	AE/Legal	AE/AM/CSM
Report	Marketing Demand Dashboard	Marketing Demand Dashboard	Pipeline	Best Case	Committed	Committed	Recognized

Sales Stages and Definitions

Stage	Definition
A - Target	A target account and buying center that fits ideal customer profile standards and is engaged/activated for opportunity development
B - Qualify	A target account opportunity has been qualified via GROW-ROI
C - Engage	The target decision making parties are engaged, deuncovered,riteria are uncovered and credibility is achieved
D - Prove	High solution fit is determined, Inside support levels are understood and business value is proven
E - Resolve	A formal proposal has been submitted, we are mitigating decision risk and navigating the contracting process
F - Commit	The opportunity is won, a final contract has been executed and a sales order has been accepted by Finance
G - Lost	A buying decision was made but we were not selected as provider of choice

Sales Status and Rating Definitions

Status (Rating)	Probability	Definition
7 - Prospect	0%	Not Reported
6 - Suspect	10%	An Opportunity with 10% probability of being Won. Not Reported
5 - Potential	25%	An Opportunity with 30% probability of being Won. Sales Pipeline
4 - Upside	50%	An Opportunity with 60% probability of being Won. Sales Pipeline
3 - Commit	75%	An Opportunity with 75% probability of being Won. Sales Forecast
2 - Forecast	90%	An Opportunity with 90% probability of being Won. Sales Forecast
1 - Closed Won	100%	The Opportunity is Closed/Won and submitted to Finance for acceptance as a Sales Order.
0 - Removed	0%	The Opportunity is Lost or has Fallen Out of the Pipeline. - Fall Out = the opportunity stopped in the sales process with no buying decision made or a duplicate opportunity exists - Loss = a buying decision was made but another vendor was selected

Stage/Status Mapped to Sales Process

	A – Qualify	B - Engage	C - Discover	D – Prove	E - Resolve	F- Commit	G –Lost
7 - Prospect	Pre –Pipe						
6 - Suspect	Pre –Pipe	Pipeline					
5 - Potential		Pipeline	Pipeline				
4 -Upside			Pipeline	Pipeline			
3 - Commit				Pipeline	Pipeline		
2 -Forecast					Pipeline	Soft Book	
1- Closed/Won						Hard Book	
0 - Lost	Fallout	Fallout	Fallout	Fallout	Fallout	Won	Lost

Pre-Pipeline Process



BANTI vs GROW ROI

Needs Known = BANTI

BUDGET - Can the target afford to buy and is the budget approved for an amount that fits our pricing model?

AUTHORITY - Is the target someone in the organization who makes the final decision to buy?

NEED - Does the solution you propose meet a known unmet need of the target?

TIMELINE - Is your target's timeline for buying align with a compelling event to spur action?

INTRODUCTION – transition to account executive to learn more.

Needs Unknown = GROW ROI

GOALS - what the target trying to accomplish?

ROADMAP - how is the target planning on accomplishing their goals?

OBSTACLES - what challenges does the target anticipate she might face in trying to accomplish her goals?

WIDEN – establish a POV to reframe the discussion and set a buying vision to paint a bigger picture.

REFERENCES – teach through storytelling and utilize specific client examples of value

OUTCOMES – reveal the value of our solution for the customers we just referenced.

INTRODUCTION – transition to account executive to learn more.

Driving Urgency

- On a scale of 1-10, with 10 being the most pressing and 1 being not pressing at all, where does this problem sit?
- Suppose you don't act to solve this problem. What might happen 6-12 months from now? (turn the future into the past)
- What would the consequences be?
- Will the problem go away? Stick around? Get worse?
- Have you tried dealing with it before? If so, what happened?
- Where does this issue sit, in relation to your goals and growth plans?
- What do you think your biggest barrier to solving this problem is?

Pricing

Solution	Patient Programs and MedInfo	Virtual Rep/MSL
Price	\$\$\$\$k License and Quoted PS Fees	\$\$\$\$k License and Quoted PS Fees
Inclusions	Base Platform	Base Platform
	Taxonomy and Training Data	Taxonomy and Training Data
	Reporting Module	Reporting Module
	50 Conversations	50 Conversations
	1 release and NLU update per month	1 release and NLU update per month
	2 Standard Integrations	3 Standard Integrations
	HCP Community Enablement	HCP Community Enablement
	AI-Driven Patient/HCP Segmentation	AI-Driven HCP Segmentation
	Managed Programmatic Services	Managed Programmatic Services
	Value Governance and Optimization	Value Governance and Optimization
	Client Support and Success	Client Support and Success
Notes	1 Year Subscription for 1 Agent, 1 Brand, 1 Indication, 1 Country, 1 Language	
	Standard Countries: US, Canada, UK, Germany, France, Spain, Italy and Japan	
	Countries Only Available Outside of Above if Client Handles Compliance/Regulatory	
	Additional Conversations: 10 @ \$\$k; 25 @ \$\$\$; 50 @ \$\$\$k	
	Discount only for Multi-Year or Multi-Brand (Must be Same Country)	
	Licensing and Services Do Not Go Below US Rates	

GTM Motion



Target Account Fit & Propensity

- Propensity Modeling and Fit Indexing of Target Accounts via Intelligence Desk using OSINT, SIGINT and HUMINT
- Precision Account Prioritization, “Nudge” Marketing Play Selection and Quick Response Deployment Based on Scoring



Precision Activation

- Contextual Plays and Outreach Sequences (Watering Holes and Preferred Channel-Based)
- 1:1 Engagement via Launch Leads
- Personalized Decision Assistance Tradecraft
- In-Pipeline “Concierge” Services



Account Intelligence

- Target Account Dossier
- Buying Constellation Discovery
- Target Persona Pattern of Life Analysis



Value Office

- Business Value Hypothesis
- Winnable Outcomes-Based Value Propositions



Deal Desk

- Deal Checklist
- Deal Team Coverage & Alignment
- Strategic Account Plan
- Presentation Scrums and Run Throughs
- Pre/Post-Mortem Analysis



Opportunity Playbook

- Play, Progressions & Audibles
- Conversation Roadmap (Buying Vision, POV, Objection Handling, and Economic Impact Model from Value Office)



Pursuit and Engagement

- Strategic Account Governance
- Value Recognition & Acknowledgment
- Client/Cohort Referencing



Sales & Marketing Alignment - Test & Learn - Quality Control - Continuous Measurement

Value Management Office

BASIS

- Foundation of our differentiation and actionable competitive moat
- Impetus to materially evolve the way we think, behave, and are perceived
- Empower us to more deeply engage our clients in achieving their full potential

Commercial Education

Share our real-world insights to identify unmet, unknown and undervalued client needs and take a point of view

COMPONENTS

Account Governance

Provide client guidance, oversight and success services to ensure our platform it optimized

Value Attainment

Assist clients in realizing, measuring, and socializing the economic and quantitative impact of our solution

Messaging Fiber

conversationHEALTH (www.conversationhealth.com) enables the world's leading healthcare and life sciences companies to create AI-driven virtual experiences that exceed customer expectations. Our privacy-safe system of engagement utilizes medically-trained natural language processing, contextual artificial intelligence and supervised machine learning to transform human conversations into highly-personalized interactions via intelligent agents. Purpose-built by industry for industry, the conversationHEALTH platform can be deployed for scientific communications, medical affairs, commercial operations and patient support to enable greater accessibility, improved responsiveness and better outcomes. As the partner of choice for 170 global brands to power 1 billion conversations, we're transforming the way the pharmaceutical industry engages with physicians, patients, and consumers. Find out why. Find out now.