

## Newsflash-PharmaSolutions Ltd Unveils Competency Program to drive Pharma Impact Marketing™

PharmaSolutions Ltd has released the marketing competencies required to drive each element of the Pharma Impact Marketing™

Referring to the Pharma Impact Marketing chart, Roy Carlisle Managing Director said, " These are fundamental to maximising the impact of your marketing. The mix and level of competency required will depend on the role and seniority of the marketer but there is little doubt that these are the keys to marketing success."

### Business Skill Competencies

1. Brand Development
  - Creating rational & emotional brands
  - Positioning brands effectively
  - Delivering integrated promotion
2. Market & Customer Segmentation
  - Segmenting appropriately & assessing opportunity
  - Understanding customer needs
  - Customer focus
3. Market Aligned Planning
  - Market Orientation
  - Anticipating market drivers
  - Planning seamless market activity

### Business Culture Competencies

1. Empowered Decision Making
  - Enabling & clarifying responsibility
  - Demonstrating strategic judgement
  - Consulting & Communicating openly
2. Organisational Proactivity
  - Showing Concern for achievement
  - Driving Team Proactivity
  - Taking flexible & timely action
3. Entrepreneurial Creativity
  - Seeking & creating new opportunities
  - Delivering creative customer solutions
  - Applying commercial acumen

## Business Process Competencies

1. Performance Management Systems
  - Utilising consistent metrics
  - Creating / sharing best practice
  - Developing individuals & teams
  
2. Market Intelligence Systems
  - Seeking & gathering information
  - Producing timely analysis
  - Anticipating market needs

## Business Core Competency

1. Emotional & Rational Market Offerings
  - Synergising activities to create offerings

For more information on how Pharma Impact Marketing™ & its underlying competencies will help your organisation contact Roy Carlisle on +44(0)794 1017618 or [roy@pharmasolutionsltd.co.uk](mailto:roy@pharmasolutionsltd.co.uk)