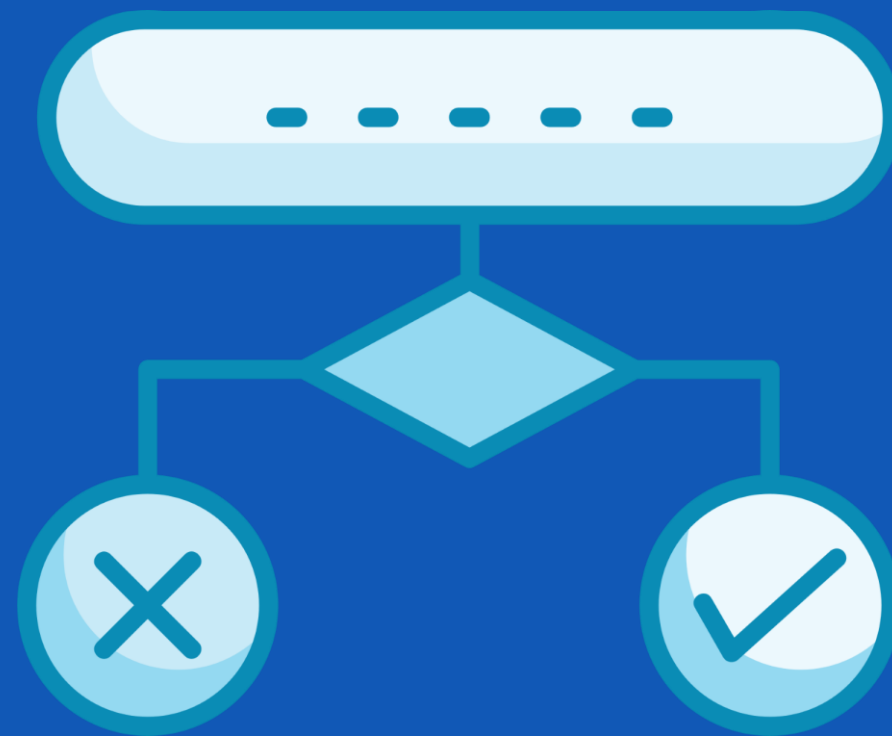




We change healthcare globally

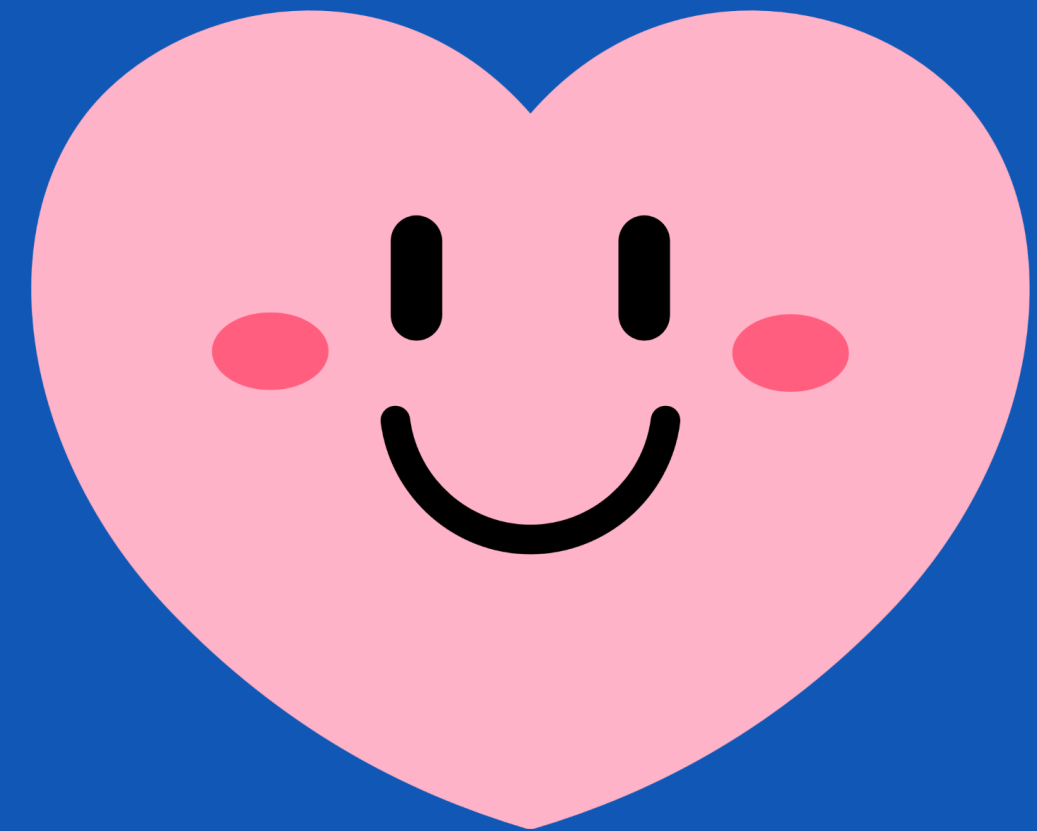


Purchasing decisions are influenced more by emotions than logic.





Discovering our brand emotion





Triumph is all about making it personal





Extrovert



Introvert



Dominant



Submissive

Extrovert

Expressive



Amiable



Dominant



Submissive

Driver



Analytical



Introvert

Expressive



Tend to be enthusiastic

Speak in declarative sentences not questions

Don't rely on numbers

Emphasize on achievements

Tell a story

Amiable



Easygoing

More informal meetings

Tend to ask personal questions

Pitch the vision

Get to know on personal level

Bring up examples



Drive

r



Confident and serious
Goal oriented

Short and to the point
Be overprepared
Speak with numbers



Analytical

Really polite

Ask a lot of questions



Work on their timeline. Don't rush

Don't force rapport

Detailed info





Challenge



doctor
anytime
atwork



Sum up

Buying is an emotional process

Discover your emotional brand identity

Make it personal

User 4 personas



Thank
you