

CHAPTER 2

POSITIONING YOUR PHARMACY



When building our ideal customer profile, not only do we consider how we help them, we must also consider how they help us. It's hard for some pharmacists to think of people as profit, but it's important that when we invest in marketing, we invest to reach and bring customers who will help us generate revenue and profits.

Let's roll up our sleeves and build an ideal customer profile which begins with a list of customers and a variety of their characteristics. Patterns will emerge in the list allowing us to compile a dozen best customers into one ideal customer profile.

Ideal Customer List Worksheet (try to list at least 12 customers)

These are examples of your top customers:

PHARMACY EXAMPLE:

FIRST NAME	AGE	GENDER	LIVE OR WORK	VALUE WE GIVE	VALUE WE GET
Mary	27	F	Walking distance	Control her diabetes	Scripts and DME
Bob	88	M	1 mi (Delivery)	Multiple issues	Scripts
Heather	62	F	4 blks	Control her Diabetes	Scripts and OTC purchases
Arlene	66	F	2.5 mi	Support husband	Scripts & DME
Fred	68	M	20 mi/Works near	Hypertension	Scripts & smoking
Heidi	22	F	2 mi	Convenience	Best OTC customer
Lori	55	F	1.5 mi	Support entire family	Scripts/child w/Diabetes
Helen	59	F	2mi	Support her husband	Multiple disease

Your List

- | | |
|----|-----|
| 1. | 7. |
| 2. | 8. |
| 3. | 9. |
| 4. | 10. |
| 5. | 11. |
| 6. | 12. |

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Ideal Customer Characteristics

Good start, now please compile the common characteristics to build a pattern or ideal customer profile.

PHARMACY EXAMPLE: Our primary customer is female and lives within 2 miles of our store, has multiple scripts and disease states, primarily diabetes. We add value to her care by helping maintain her compliance and check and monitor any new prescriptions.

Our Primary Customer is _____

Our Positioning Statement

Now that we've defined our best potential customer and how we add value, let's focus this down to a succinct positioning statement:

To _____,
(my pharmacy) is the _____
that will _____.

PHARMACY EXAMPLE: To patients with multiple health issues living in our rural communities (my pharmacy) is the community resource specializing in diabetic care that will empower them and their family to live healthier and happier lives.