

## **DO INFORMAL MARKET RESEARCH**

You need to make sure that your message gets through to the doctors.

Get feedback from the front-line people with questions like:

- What was the doctor interested in?
- What did he or she ask about the study?
- What surprised him or her?

Their sales representative's answers will give you unfiltered information from the market – at no cost.

Use the information to upgrade your marketing activities.