

The MSL Conversation Funnel: How to Turn Dialogue into Insights

Company insight questions are important, but weaving them into conversations isn't easy. The MSL Conversation Funnel helps MSLs guide dialogue toward meaningful insight. Start Broad, go Deep, then Clarify to let insights emerge naturally.

BROAD (EXPLORE THE LANDSCAPE)

- 1 What's on your mind lately?
- 2 What's working well?
- 3 What's been challenging?
- 4 What's changed recently in your practice?
- 5 What priorities are you focused?
- 6 What trends are you noticing among peers or patients?
- 7 What's missing or needs more attention?
- 8 If you could change 1 thing, what would it be?

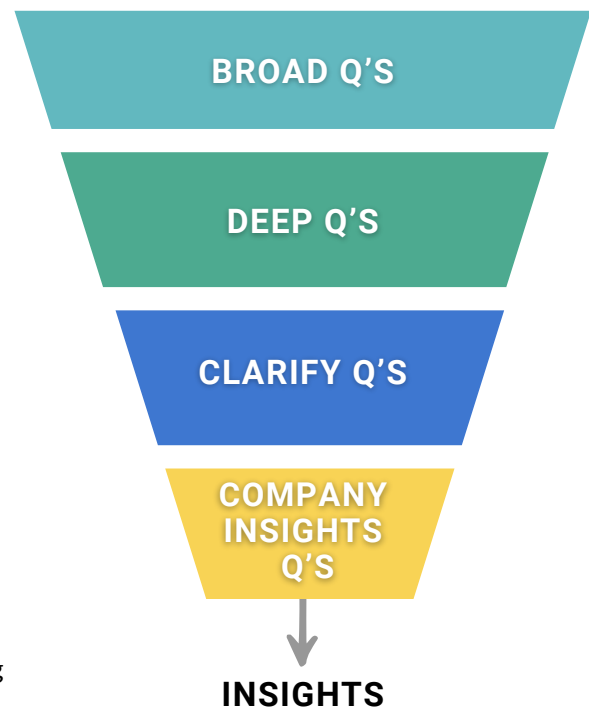
DEEP (UNDERSTAND THE WHY)

- 9 What makes that challenging?
- 10 What's driving that perspective?
- 11 What led you to that conclusion?
- 12 What factors influence your approach?
- 13 What concerns you most about this?
- 14 How does that compare to what you're hearing from others?
- 15 What matters most when evaluating new data or approaches?

CLARIFY (CREATE ALIGNMENT)

- 16 How are you interpreting the data?
- 17 So, to confirm, is the main issue X?
- 18 What impact is that having on your treatment approach?
- 19 What do you think would address the gap?
- 20 What are the main barriers?
- 21 What would success look like in 6 months?
- 22 How can we best support you?
- 23 What's the next best step?

MSL CONVERSATION FUNNEL



Part of the
Question Mastery
Training -
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