

# STYLE & Versatility by industry

PHARMACEUTICAL

Rx



23%  
analytical



15%  
driving



25%  
amiable



37%  
expressive

The distribution of Styles in the pharmaceutical industry proves that there is a place for all Styles in different job roles. The Expressive Style is represented most highly, while the Driving Style is less represented here than in most other industries.

intro

draws

While there are multitudes of job roles within the pharmaceutical industry, this industry does rely heavily on marketing, specifically mass-market advertising, to spread the word about new medications and services. It also employs many people in sales who have the job of convincing their customers that their products are the most effective. Expressive Style people are naturally drawn to these types of roles, as this kind of work can provide them great freedom in expressing their ideas and creativity through highly visible output. Other roles provide natural fits for other Styles. For instance, there are many scientists and researchers in this industry, and it is likely that many of these people have an Analytical Style.

In addition to advertising, direct marketing to medical practitioners plays a large role in the success of new pharmaceutical products. Expressive Style people are highly skilled at explaining the big-picture benefits of products in an enthusiastic manner, which can help to differentiate their products from otherwise technical and unexciting presentations.

strengths

#10

versatility

The pharmaceutical industry ranks 10th out of 27 industries profiled in TRACOM's research. This shows that many people in this industry possess strong interpersonal skills and display Versatility in their interactions with others. However, there is always room for improvement, especially in a highly competitive industry like pharmaceuticals. Moving into the top ranks of Versatility can give an organization a distinct advantage against others in the same industry.

Although the Expressive Style is most highly represented, research shows that all Styles have distinct strengths and perspectives and can be successful regardless of the industry. For example, Driving Style people's focus on achieving goals and meeting deadlines can be invaluable in such a competitive industry, while Amiable Style individual's ability to establish cohesive teams can go even further towards achieving milestones.



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