



# The PRISM *Method*<sup>TM</sup>

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## A FRAMEWORK FOR ENGINEERING MARKET PREFERENCE

Pharma · FMCG · B2B Technology · GCC · MEA · LATAM

Most companies invest in marketing as if attention were the goal. It is not. Preference is. This framework documents the five-stage methodology used across 20+ markets to engineer the conditions under which a market consistently chooses one business over another.

# PRISM

## INTRODUCTION

# Why Preference — Not Awareness — Is the Only Metric That Matters

Most companies invest in marketing as if attention were the goal. It is not. Preference is. The question that organises everything in commercial strategy is not "do they know us?" — it is "when the moment of decision arrives, do they choose us?"

This distinction between awareness and preference is the founding principle of The PRISM Method™. It is a five-stage proprietary framework for engineering the conditions under which a market consistently prefers one business over another. Applied across 20+ markets, three commercial disciplines, and six global organisations over 30 years of field practice.

*"Markets do not always choose the best product. They choose the brand that feels most relevant, most credible, and most worth the risk."*

## The Problem with Conventional Consulting

Most commercial strategy engagements produce one of two outcomes: a strategy document that does not survive contact with the market, or a campaign that builds awareness without converting to preference. The root cause is the same. Strategy, brand, commercial experience, and team capability are treated as separate workstreams rather than a single integrated system.

The PRISM Method™ was built to address this failure mode directly. It provides a structured sequence — from diagnostic to activation to measurement — that connects every commercial intervention to one measurable outcome: the market choosing you, consistently, over time.

### WHO THIS FRAMEWORK IS FOR

PROFILE	SITUATION	PRIMARY PRISM APPLICATION
Pharma CMO / Commercial Director	Brand losing share to generics despite clinical superiority	P + R: Preference Diagnostics + Relevance Engineering
B2B Health-Tech Founder / CCO	Growing revenue but pricing below value; long sales cycles	R + I: Relevance Engineering + Integration Architecture
FMCG Regional VP	Market entry GCC or East Africa; portfolio fragmentation	I + S: Integration Architecture + System Activation
Group CEO / MD	Commercial strategy not translating into consistent growth	Full PRISM engagement across all five stages

## THE FRAMEWORK

# Five Stages. One System. One Outcome: Market Preference.

The PRISM Method™ operates as a sequential, integrated system. Each stage builds on the prior one, and all five must be present for the system to function. Partial implementation produces partial results. The goal of each stage is not a deliverable — it is a commercial condition the market can respond to.

## P

### Preference Diagnostics

#### MAP THE DECISION TERRAIN

We map the actual decision triggers in your market. Where does your commercial system lose the moment of choice? Structured diagnostics

**OUTPUT:** Preference Gap Report + Priority Growth Lever

## R

### Relevance Engineering

#### RESTRUCTURE THE POSITIONING

We rebuild positioning so the market immediately understands why you matter at the decision moment. Connects your offer to a market tension

**OUTPUT:** Positioning Framework + Differentiated Message Architecture

## I

### Integration Architecture

#### ALIGN THE COMMERCIAL SYSTEM

Eliminates the fragmentation that causes intelligent strategies to stall. Connects strategy, brand, commercial experience, and team into one

**OUTPUT:** Commercial Operating Model + GTM Playbook

# S

## System Activation

BUILD WHAT SURVIVES

Playbooks, KAM frameworks, and rhythms that transfer knowledge permanently. The system runs after the engagement ends — through

**OUTPUT:** KAM Playbooks + Capability Transfer Program

# M

## Momentum Measurement

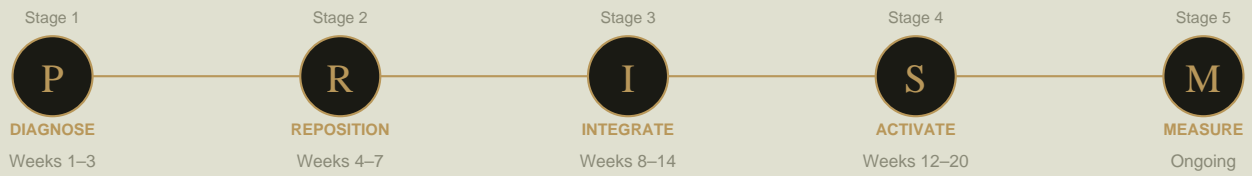
ITERATE UNTIL THE MARKET MOVES

Preference signals and commercial KPIs — prescription velocity, share, deal conversion by ICP tier. We iterate until the numbers confirm the

**OUTPUT:** Preference KPI Dashboard + Quarterly Iteration Cycle

THE ENGAGEMENT SEQUENCE

# How a PRISM Engagement Unfolds



Engagements always begin with the Preference Diagnostic phase. The commercial challenge cannot be accurately scoped until the actual preference breakdown is mapped. Phases overlap by design: System Activation begins before Integration Architecture is complete, and Momentum Measurement runs in parallel with Activation.

EVIDENCE FROM THE FIELD

ENGAGEMENT	STAGES APPLIED	OUTCOME	DURABILITY
Top-3 Pain Brand · 4 GCC Markets · Pharma	P+R+I+S+M (Full)	+38% category share · 2x Rx velocity	Framework running 3 years post-engagement
European FMCG · East Africa Market Entry	P+R+I+S	\$12M year-one revenue (KEN, TZA, UGA)	GTM model adopted as regional standard
B2B Health-Tech · Series B Repositioning · MEA	R+I+M	3.4x avg deal size · 40% shorter sales cycle	Narrative used in Series B close

*"Henry didn't give us a strategy document. He built a commercial operating system that survived two leadership changes and a portfolio reshuffle. That's rare."*

— Regional Commercial Director, Top-10 Global Pharma, MENA

## SELF-ASSESSMENT

## The Preference Readiness Diagnostic

Rate your organisation across each PRISM dimension on a scale of 1–5. A score of 3 or below in any single dimension indicates a commercial preference gap that is likely limiting your current growth rate.

DIMENSION	DIAGNOSTIC QUESTION	Score 1 (Weak)	Score 3 (Developing)	Score 5 (Strong)
P — Preference Diagnostics	Do you know the exact decision triggers that cause your target customer to choose a competitor?	Not mapped	Some insight data exists	Detailed preference map by segment
R — Relevance Engineering	Does your positioning connect to a visible customer problem at the moment of decision?	Product-centric messaging	Generic value proposition	Built around a specific market tension
I — Integration Architecture	Are strategy, brand, execution, and team capability aligned into one coherent system?	Each function operates independently	Aligned at top, fragmented in execution	One operating model drives all decisions
S — System Activation	Would your commercial framework continue running effectively if key leaders were replaced?	Depends on specific people	Playbooks exist but not embedded	Fully institutionalised playbooks and rhythms
M — Momentum Measurement	Do you have KPIs that specifically measure market preference — not just sales output?	Revenue and volume only	Track share but not preference signals	Preference KPIs drive monthly reviews

## SCORE INTERPRETATION

SCORE RANGE	INTERPRETATION	RECOMMENDED NEXT STEP
20–25 (Strong)	Commercial system is well-engineered. Focus on optimisation and momentum.	M-stage review and KPI iteration cycle
13–19 (Developing)	Clear preference gaps in 1–2 dimensions. Targeted intervention will accelerate growth.	30-min PRISM diagnostic — identify priority stages
5–12 (Fragmented)	Commercial fragmentation is the primary growth constraint. Systemic engagement required.	Full PRISM engagement recommended

## Is the market choosing you?

Book a 30-minute Strategy Diagnostic. No pitch. No pressure.

We map where preference is breaking down and identify the highest-leverage intervention.

[consumerhealth.me/#connect](https://consumerhealth.me/#connect)

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