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BECOMING THE LEADING ONCOLOGY COMPANY

Tumor Team: Competitor Research Center

Activity Slides

Merck Oncology 1S 2021

Facilitator Name

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Important Information

Workshop materials, handouts, and facilitator guides used in workshops and training are for training purposes and background information only.

They are not for use in discussions with any healthcare provider or with anyone outside of Merck.

Interactions must be consistent with all Merck Policies including Field Policy 1.

Only approved messages and sales materials are to be used in discussions with healthcare providers.

Remember Competitive Selling Guidelines. Sales representatives must not make direct PI to PI comparisons.

Photographing or taking screenshots of workshop content is strictly prohibited.

Agenda

Completed Prior to Workshop: *Competitor Research Guide*

Workshop Introduction	5 min
Research Guide Share Out	40 min
Workshop Conclusion	

Total Time 45 min



Research Guide Share Out

NOTE: Remember competitive selling guidelines. Sales representatives must not make direct PI to PI comparisons; unless comparing Indications, Contraindications, or Dosing & Administration.

How could the information from the Competitor Research Guide be useful in competitive selling scenarios?

Product Name: _____

Basic Product Information

Indication(s) & Usage

Dosage & Administration

Safety & Efficacy

Clinical Pharmacology (eg, MOA)

Clinical Studies

Research Guide Share Out

NOTE: Remember competitive selling guidelines. Sales representatives must not make direct PI to PI comparisons; unless comparing Indications, Contraindications, or Dosing & Administration.

How could the information from the Competitor Research Guide be useful in competitive selling scenarios?

Thinking Competitively

What may be some of the strengths of this product's profile? (Think: "If I were an HCP, what benefits might I see in this product?")

What may be some of the weaknesses of this product's profile? (Think: "If I were an HCP, what drawbacks might I see in this product?")

For HCPs not currently prescribing your product and based on their interest in the competitor, what messaging might resonate with them to consider prescribing your product?

Thank You!

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