

Tumor Team: Competitor Research Center

Activity Slides

Merck Oncology 1S 2021

Facilitator Name





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
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Research Guide Share Out 40 min

Workshop Conclusion

Total Time 45 min



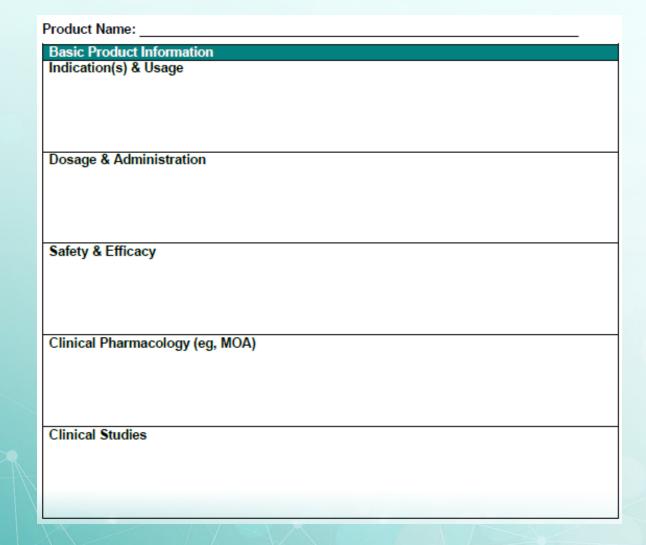




Research Guide Share Out

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?



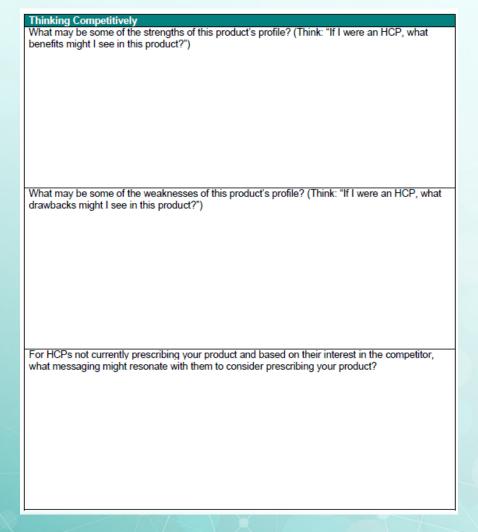




Research Guide Share Out

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Thank You!

Competitor Research Center



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