

MERCK ONCOLOGY 1S 2021: COMPETITOR RESEARCH CENTER TUMOR TEAM

Activity Mini-Guide

Welcome to Competitor Research Center!

This activity's purpose is to empower Merck's Oncology sales force to "know their competitor" as well as they know their own product, with a holistic understanding of the competitor's offerings.



Pre-Work

For Participants:

- Prior to the workshop, participants have completed a *Competitor Research Guide* for a competitive product.
- Participants will submit their completed *Competitor Research Guide* to their CTL.

For Facilitator(s):

- Have determined with OFT if there will be a competitive aspect to the activity.
 - OFT has told participants which competitor(s) to focus their *Competitor Research Guide* on.
 - OFT has the option to have all participants research the same competitor or different competitors.
-



Agenda

90 minutes total

- **Pre-Work:** *Competitor Research Guide* Completion (45 min)
 - Flexible off-screen time for participants
 - **Regional/Tumor Team Debrief:** Research Guide Share Out (45-60 min)
 - Scheduled on-screen time for participants
-



Learning Objectives

Upon completion of these activities, participants will be able to

- ✓ Confidently and compliantly respond to competitive selling scenarios, positioning their product as the treatment of choice for appropriate patients
 - ✓ Differentiate from the competition utilizing a deep knowledge of Merck and competitive clinical programs
-

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

MERCK ONCOLOGY 1S 2021: COMPETITOR RESEARCH CENTER TUMOR TEAM

Facilitator Instructions



Prior to the Workshop: *Competitor Research Guide* Completion

- **Determined** and **sent** participants the focus product for their *Competitor Research Guide*.
 - **Ensure** that participants have sent their completed *Competitor Research Guide*.
-



Slides 1-4: Workshop Introduction (5 min)

- **Welcome** participants to the *Competitor Research Center*.
 - **Introduce** yourself and any other facilitators.
 - **Review** the Important Information.
 - **Review** the Agenda.
-



Slide 5-6: Research Guide Share Out (40 min)

- **Lead** a discussion of each section of the Research Guide for each product.
 - **Allow** participants to share out what they learned during their research and how that information could be useful in competitive selling scenarios.
-



Slide 7: Workshop Conclusion

- **Thank** participants for attending the *Competitor Research Center*.
- **Conclude** the activity.

MERCK ONCOLOGY 1S 2021: COMPETITOR RESEARCH CENTER TUMOR TEAM

Competitor Research Guide

Instructions: This worksheet is designed to help you review a competitive product's information and your understanding of how this product fits within the competitive marketplace. Visit your assigned competitor's website(s) and use their prescribing information to complete the worksheet below.

Submit your completed worksheet to your CTL and bring it with you to the workshop, prepared to discuss your answers.

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

Product Name: _____

Basic Product Information
Indication(s) & Usage
Dosage & Administration
Safety & Efficacy
Clinical Pharmacology (eg, MOA)
Clinical Studies

MERCK ONCOLOGY 1S 2021: COMPETITOR RESEARCH CENTER TUMOR TEAM

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?