

Job Aid: Competitor Information

Issue Salespeople needed information on competitors that could be easily looked up and remembered. The information was needed just prior to walking into an account as well as during sales call planning.

Solution Create job aids for each major competitor. **See examples on pages 3 – 5.**

- Each job aid was produced in two sizes:
 - One size was compact, laminated, and had rounded corners. It fit into a standard suit coat pocket as well as the compact and classic planner sizes. Layout provided room for punching holes on the left side of the job aid.
 - The larger size was printed on letter-size card stock, which was not laminated to allow for note taking.
- Icons were used for each section of the job aid to speed up locating information.
- Each competitor had a specific color, which was keyed to the company’s colors where possible
- A comprehensive features and benefits document accompanied the job aids when they were sent to the sales force. **See example on following page.**

Results Competitor information gathered at the National Sales Meeting was placed in the hands of the sales force in a format that they could use.

Classifications The table below lists two classifications and the recipients of this work sample.

Performance Experience Design¹	Characteristics²	Recipients
Innovative	Creative	Sales Representatives
Meaningful	Customer-focus	
Flexible	Graphic design capabilities	

¹ [Click here](#) to view list and descriptions of Performance Experience Design characteristics

² Reason(s) it was provided as a work sample

Competitor Quick Reference Guides

Executive Summary

Purpose The purpose of the Competitor Quick Reference Guides is to provide a readily accessible resource for competitor information.

Features and Benefits

Color-coded To make it easy to grab the competitor Quick Reference Guide you need, each competitor has been assigned a different color. Most companies, including Roche Diagnostics, have blue as their main color, so a secondary color was selected by browsing the competitor's web site.



Icons To make it easy to locate the competitor information you need, each aspect of the competitor is coded with an icon. For example the icon for platform is a pair of platform shoes:



Two sizes The Competitor Quick Reference Guides are available in two sizes:

- Large (8 ½ x 11)
- Pocket (4 ¾ x 6 ½)

The pocket size will fit into the two most popular planner sizes: Classic (5 ½" x 8 ½") and Compact (4 ¼" x 6 ¾") as well as a man's inside suit coat pocket. The large and pocket sizes have identical information although their appearance differs for space reasons.

**Card stock/
laminated** The letter-size Quick Reference Guide is printed on card stock for durability. Also, it is not laminated so that you can "customize" it and add information.

The small (pocket)-size Quick Reference Guide is laminated with rounded corners.

Continued on next page

Features and Benefits, continued

Questions in italics

Open-ended questions have been developed. These questions have been formatted in italics and are approved for you to use with your customers.

Holes

The letter size Quick Reference Guide has 3 holes for storage in a standard 3-ring binder.

The pocket size Quick Reference Guide has a margin wide enough for holes for both Classic (5 ½" x 8 ½") and Compact (4 ¼" x 6 ¾") planners. If you do not have a hole punch for your planner:

- contact Melanie McCarter at Melanie.mccarter@gmail.com
- indicate which size planner you have

She will send you hole-punched copies. Alternatively, you can trim off the holes area for a narrower piece.

Aspect labels

Labels for each aspect are off to the side to make it quick and easy to locate desired information.

Consistent format/content

The information for each competitor is consistent from piece to piece, making it easier to use.

Version date

There is a version date in the lower right corner. This tells you how current the information is and will (in the future when updates are available) determine which version is the most recent.

Available on the Roche Intranet

Download electronic copies from the Competitor Web Site. Printing and finishing details are in the Notes column.

Bayer



Platforms/ Products

-
- Platform 1
 - Platform 2
-



Bayer's Strengths

- Strength 1
 - Strength 2
 - Strength 3
-



Bayer's Weaknesses

- Weakness 1
 - Weakness 2
 - Weakness 3
-



Bayer Positioning

- Position A
 - Position B
-

Continued on next page



Roche Counter Positioning

- Counter-position 1
 - *What are your expectations for sensitivity and specificity?*
 - *What journals/papers have you reviewed on the technologies?*
 - Counter-position 2.
 - *What are the implications for your laboratory with this parameter?*
 - *What steps do you really have with this technology?*
-



3 Questions

- *What are your most pressing challenges with providing Molecular testing?*
 - *What will be your decision criteria and process for virology testing?*
 - *What are your concerns about tech availability and skill set?*
 - *What are your virology future testing plans, challenges?*
-

Web Address

www.bayer.com



Instructions for use:

- (1) Information in this document is for Internal Use Only -- not to be distributed or discussed with customers or other non-employees.
- (2) *Italicized* questions can be used to prepare for sales calls and may be discussed or posed to customers.

Questions or comments, please contact Melanie McCarter at 317-555-3789 or melanie.mccarter@gmail.com.

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