

## *Sample Evidences for the Behavior:*

**“Gathers and shares information on competitive strategies and tactics”**

<b>FF</b>	<b>Gathers and shares information on competitive strategies and tactics.</b>
<b>6</b>	6: Rep consistently seeks, identifies and disseminates competitive information. Rep contacts and leverages key relationships to gather information, materials, and messages from competitor CHE and disseminate information to internal groups (brand/sales/training) Uses Internet usage to identify competitive papers. Shares with colleagues, leverage info with KOL's and other colleagues Always captures this information in the FOCUS system (CRM) Probes and test competitive assumptions, shares appropriate information and is proactive and responsive
<b>5</b>	5: Rep comments on impact with customer's medical information. Provides insight on what to do with this information. Gets information from competition's reps and materials, changes approach in region based on information. Rep contacts and leverages key relationships to gather information, materials, messages from competitor CHE and disseminates information to internal groups (brand/sales/training)
<b>4</b>	4: Rep uncovers competitive information and forwards to RBM and Brand with comments on impact on their territory/business. Gains information from Customers, shares within team with summary and conclusions.
<b>3</b>	3: Rep occasionally uncovers competitive information and forwards via email, voice mail, to RBM or Brand. Picks up on verbal statements from customers, GPs, shares with RBM and can interpret and understand statements.
<b>2</b>	2: Rep gathers information but seldom acts upon it. Gathers information, public mailers, reads and reviews -- but keeps to self.
<b>1</b>	1: Rep cannot articulate the competitive potential or information.



Blackfoot  
Idaho • USA  
208-785-3622

Grand Rapids  
Michigan • USA  
616-647-3282