



Competitive discussion template

Describe the overall goal in this account.

Who are the decision makers in this account?

Who influences the key decision makers in this account?

List the products this account is currently using.

List other Philips employees and how you will be leveraging them.

Today's Goal

Name of contact(s) targeted:

List 3 questions you'll use to initiate a competitive conversation.

Document the desired outcome of today's meeting.

Outline next steps.

Reminders

- Half the battle is attempting to initiate a competitive conversation
- Recognize that these conversations do not always work out the way you want them to and that is OK!
- If your conversation does not work out how you wanted it to, give it some time and try again using a new strategy or perspective.
- If your efforts are met with negativity, or the word "no", it is not always your fault. Consider other factors such as the physician having other issues to manage.
- Competitive conversations are not arguments; they are productive discussions based on value added information.
- Remember that you both want what is best for the patient and that is why you are having a competitive conversation!