

Advanced Performance. Competitive Advantage.

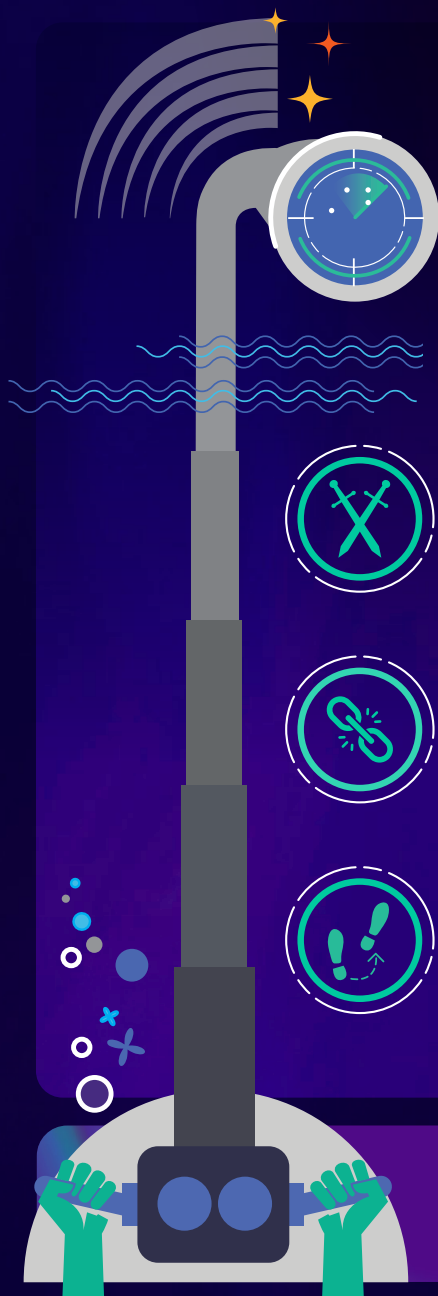
Nazaré
Inizio Engage

Launching a new product into an established market?

How do you change HCP consideration and prescribing behavior?

Facing the threat of a competitor launch in your space?

How do you ensure HCPs don't change their behavior away from your product?



You need to give your field teams the competitive advantage. We believe it's more than traditional product positioning.

Engage and educate your teams to overcome **reluctance**, challenge their current **habits**, and commit to **performance**.

Offense, not defense, across the team

Define a proposition that only you can own

Leverage a proven strategic program that upskills and engages senior cross-functional teams

Create a strategy that wins hearts and minds

Seamless link between strategy and execution

Tailored field team training to ensure strategic engagement

Mindset focus to overcome team reluctance to acting competitively

Smart deployment to reach priority markets first

A team that's always one step ahead

Field leaders developed to coach and support the team with ongoing competitive activation

Agile updates to training tools with new insights, competitor data, and environment changes

Read on to discover our competitive performance solution... **SONAR.**

SONAR is our solution for accelerating competitive performance by empowering teams to navigate impactful customer conversations.



Scrutinize

We bring the **competitive landscape to life**

We showcase areas that are **most important** to HCPs, Patients, Payers
We teach your teams to **scrutinize** claims and data like a scientist



Observe

We explore your team's internal **perceptions** and **assumptions** about the market

We empower your teams to **"walk in the shoes"** of competitors and identify points of **differentiation**



Navigate

We train teams to **assess** and **counter competitive threats**

We apply behavioral science principles to **identify reasons** for **sustained behavior**

We **test message retention** through debates and practice scenarios

We encourage a **competitive mindset** through gamification and team tasks



Appraise

We recommend ways to **further embed learning** in the teams

We **develop leaders** to coach and train their teams



Review

We measure effectiveness and adapt as the market changes

Our **SONAR** program can be fully tailored to your needs and your team's needs, or provided as an in-the-box solution

Competitive advantage training *in action*:

3pt increase
in market share

The behavior change created by our blended, 5-step learning curriculum drove a 3pt increase in market share

9/10 score

KOLs rated our redesigned advisory boards as a 9/10 for engagement and interest—and all of them wanted to collaborate in the future

82% NPS

Our workshops with European medics achieved an average Net Promoter Score of 82% (anything above 70% is regarded as world-class)

It's time to reimagine **winning strategies.**

Discover Nazaré

nazarelearning.com