VM3COP20.49 Informing Customers of Price Amends

We always provide at least 30 days' notice of any price amends via email. This is completed through the Mailchimp system.

This happens for 2 occasions:

1. The price is amended as per director
2. We provide an up-to-date Excel Spreadsheet of our full catalogue (minus spare parts) to UK – prices are valid from 1st July 2017

Type 1: Amending prices any time of year and providing 30 days' notice

Once prices have been inputted into Opera, the next working day produce a PDF price list as per VM3COP20.51.

UK Medical
Utilising Mailchimp.com:
Username: ViamedLtd
Password: Viamed17!

List: UK – Viamed Pricing Updates

You can create a pricing amends email, a template has been set up for ease.

1. On the top bar of the website go into Templates and click the dropdown next to Edit and select Create campaign against Viamed Pricing Updates: UK template

2. Choose the contact list: **UK - Viamed Pricing Updates**
3. Click Next (bottom right of the screen)
4. Name the Campaign i.e. **Viamed Pricing Update: Oxygen Hoods January 2017** – this is not seen by the recipient.
5. Write the Email Subject i.e. **Viamed Pricing Update: Oxygen Hoods January 2017**
6. The email from name and address should be already included: Viamed Ltd. sales@viamed.co.uk this means that all responses go directly into the sales office. Click Next.
7. As this is a template please make sure that you edit all the information correctly, for example amend which products you are informing them about a pricing amend and also the effective from date. As the effective from date is set by Intrastats please make sure you check this before you send.
8. Update the buttons at the bottom of the email to include the correct names and price lists, to do this click one of the buttons. A side panel will appear so that you can edit the information.

To add a new file you need to click the Link to drop down and select file, this will give you the full list of uploads already included on the system.
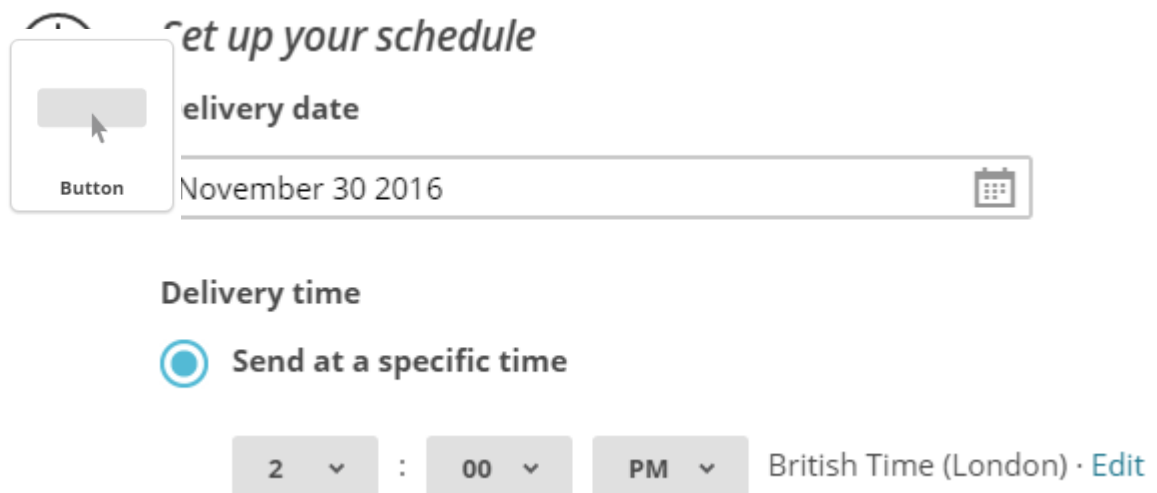
Click and upload the relevant price list which has been generated as per VM3COP20.51.

This will automatically take you back to the email you are sending and have included the correct file. Click save and close and it will return to the new contents side panel.

Should you need to send more than one price list on this email you can create a new button.

To do this drag and drop the button icon over to where the other buttons are placed. This will create a placeholder and inserts the button – edit as per the above. If you do this in error you can delete or move it, hover over the button and you will see icons to the right side which you can click.

9. Once you are happy with the layout of the email, click Next. This will take you to final screen. As long as all the ticks are completed then you are set to go. To send you can either click schedule and this will give you the option to choose a different time and date to send or you can click send and it will send now.

10. I do also try to contact all customers who have purchased these products to inform them directly of the price amend. To do this I find the contact of the person who placed the order (this can be found against the invoice) and forward them the pricing amend with a short pre-email and attach the relevant price list:

Dear Valued Customer,

As a current customer of these products I wanted to personally inform you regarding the pricing review which is taking place for the *Insert product here*.

Please find attached prices which will become valid as of the 17th December 2016.

Should you wish to be added to our Pricing Update Mailing Group for pricing updates for all products, please follow this link: https://goo.gl/8WMxy7

Should you have any queries please do not hesitate in contacting us.

Kind Regards…
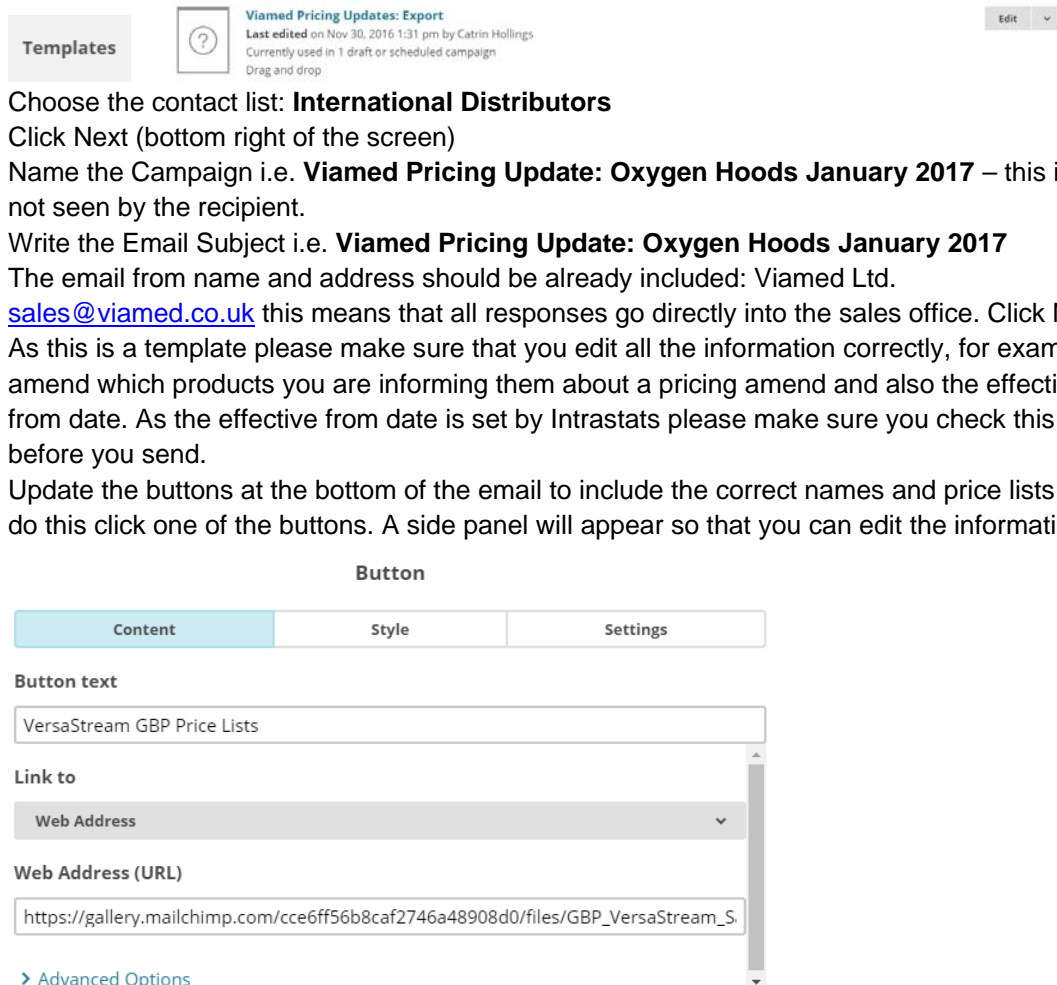
Export
Utilising Mailchimp.com:
Username: ViamedLtd
Password: Viamed17!

List – **International Distributors**

You can create a pricing amends email, a template has been set up for ease.

1. On the top bar of the website go into Templates and click the dropdown next to Edit and select Create campaign against Viamed Pricing Updates: Export template

2. Choose the contact list: **International Distributors**
3. Click Next (bottom right of the screen)
4. Name the Campaign i.e. **Viamed Pricing Update: Oxygen Hoods January 2017** – this is not seen by the recipient.
5. Write the Email Subject i.e. **Viamed Pricing Update: Oxygen Hoods January 2017**
6. The email from name and address should be already included: Viamed Ltd. sales@viamed.co.uk this means that all responses go directly into the sales office. Click Next.
7. As this is a template please make sure that you edit all the information correctly, for example amend which products you are informing them about a pricing amend and also the effective from date. As the effective from date is set by Intrastats please make sure you check this before you send.
8. Update the buttons at the bottom of the email to include the correct names and price lists, to do this click one of the buttons. A side panel will appear so that you can edit the information.

To add a new file you need to click the Link to drop down and select file, this will give you the full list of uploads already included on the system.

Click [Upload] and upload the relevant price list which has been generated as per COP ??.?? This will automatically take you back to the email you are sending and have included the correct file. Click save and close and it will return to the new contents side panel.

Should you need to send more than one price list on this email you can create a new button.

To do this drag and drop the button icon over to where the other buttons are placed. This will create a placeholder and inserts the button – edit as per the above. If you do this in error you can delete or move it, hover over the button and you will see icons to the right side which you can click.

9. Once you are happy with the layout of the email, click Next. This will take you to final screen. As long as all the ticks are completed then you are set to go. To send you can either click schedule and this will give you the option to choose a different time and date to send or you can click send and it will send now.

I do also try to contact all customers who have purchased these products to inform them directly of the price amend. To do this I find the contact of the person who placed the order (this can be found against the invoice) and forward them the pricing amend with a short pre-email and attached the relevant price list:

Dear Valued Customer,

As a current distributor of these products I wanted to personally inform you regarding the pricing review which is taking place for the VersaStream sampling lines.

Please find attached prices which will become valid as of the 17th December.

Should you have any queries please do not hesitate in contacting us.

Kind regards…

Unsubscribe/Add a New Contact

1. Once the email has been sent you may receive unsubscribe requests, if this is the case you need to contact the email address which has unsubscribed with the following email. As Viamed only provide pricing amends via email we need to make sure all information included in the group is valid.

   Dear Sir or Madam,

   Viamed have received an unsubscribe request regarding this email address, we only provide pricing updates via email. Please can you provide me with an alternative email to which we should be sending these updates?

   Unfortunately, if we do not have an email address to provide updates to you will not receive the 30 days' notice period requested by the NHS.

   Please respond ASAP.

   Kind regards…

2. Should they respond with an alternative email address please add them to the list, to do this click Lists on the top menu and find "UK – Viamed Pricing Updates" group.

   Click and fill out the form, also select "This person gave me permission to email them" and click subscribe.

3. Should they wish for the email to be resent I have included the whole sales office team as members of the group therefore you will have a copy which you can forward to the relevant email address.