

## VM3COP20.70 - Emails To and From Suppliers and Distributors

### Receiving a sales lead from a supplier

As we act as a distributor for many of our suppliers, they sometimes forward us a sales lead.

On 27 Dec 2016 3:33 p.m., "Bob Kalish" <[bkalish@maxtec.com](mailto:bkalish@maxtec.com)> wrote:

Hi Steve,  
Eyemax lead in UK.  
Can you help? Thanks.

Bob Kalish  
OEM and International Sales Manager  
| CELL: [801.556.7623](tel:801.556.7623) | [bkalish@maxtec.com](mailto:bkalish@maxtec.com)  
2305 South 1070 West Salt Lake City, UT | 84107 | USA

SENSING. ANALYSIS. DELIVERY.



When they are received, we must reply to the customer but must ensure that our email does not contain the email received from the supplier. To ensure this doesn't happen, compose a new email and begin by advising them that you are replying to their email to the supplier. For example:

Dear Sir or Madam,

Further to your email to Maxtec, they have forwarded us your details as we distribute their Eyemax range in the UK. Please find attached the leaflet and price list. If you would like to order, please reply to my email or call us on 01535 634542

Please do not hesitate to contact me if I can be of assistance.

Kind regards

Katie Evans

As it was the supplier who forwarded the sales lead, it is important that we promote the supplier's product, rather than our own/another version of the item requested.

In the above example, the potential customer was requesting information on Maxtec's EyeMax 2 phototherapy mask range. When replying to the customer, we should promote EyeMax 2 and not include information regarding our own phototherapy mask, NeoMask. We should endeavour to promote the suppliers product in the first instance, if it is then discovered that a different version of the product is more suitable, then information on the alternative can be provided. The overall aim is to meet the customer's needs.

## Forwarding a sales lead to a distributor

When we receive an email from a potential new customer outside of the UK, we need to check if we have a distribution partner in their country. To do this, use IntraStats. From the 'lookup' tab, use the search field named 'Stock Details / Quantities' to search for the requested part.



When the page loads, click on the, 'Distributors' icon and a list will appear beneath it. This list contains all distributors currently representing that part number. Check the column named, 'Country', if the potential customer's country is not listed there, check with the International Sales Manager to see if they would like us to deal directly with the customer. Alternatively, they may prefer us to direct them to a different distributor who may be willing to represent an additional product. In this case, email the distributor to check that they would be happy to represent the product before directing the potential customer to them.

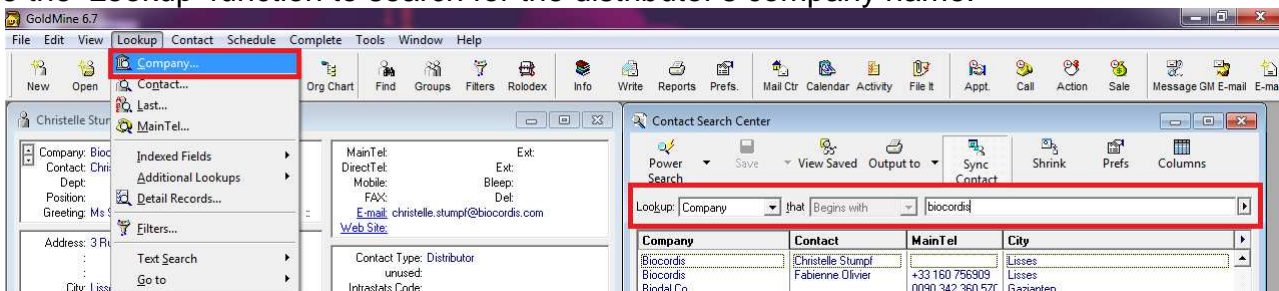
If there is already a distributor in the potential customer's country, we can direct them to the distributor named here.

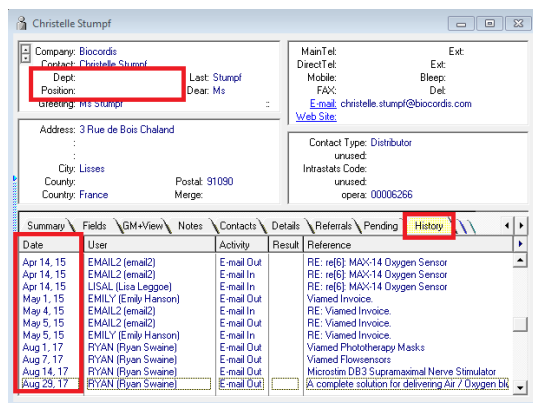
Using opera  
Search: 0110041  
Description: opera

Options	Stock Reference	Opera Description	Search	Gtin/Ean	UK End User	Superseded By
	0110041	Oxygen sensor R-41V	R41V	5051526003428	£40.00	
<b>Distributors</b>						
F France 00006266FI Finland 00007586IN India 00006352RO Romania 00006176SP Spain 00006673OM Oman 00007020GR Greece 00006158						
Type Arrangement	Country	Account	Name	Updated on	Expires	
Authorised	F France	00006266	Biocordis France	13	05/07/17	05/01/18
Exclusive	FI Finland	00007586	Mediq Suomi Oy	13	07/07/17	07/07/18
Authorised	IN India	00006352	Atrium Medical Technologies	13	31/07/17	31/01/18
Authorised	RO Romania	00006176	Medical Corp SRL		31/10/17	31/10/17
Exclusive	SP Spain	00006673	Proyectos Hospitalarios		31/01/18	
Exclusive	OM Oman	00007020	Muscat Pharmacy LLC	13	08/08/17	08/05/18
Requires Confirmation	GR Greece	00006158	Ducasco Dourmousoglou s.a			
Requires Confirmation	IN India	00006156	Sunshine Biomedical Solutions			
Requires Confirmation	RO Romania	00006676	Luan Vision Ltd	Ryan Swaine	25/11/13	05/10/17
Authorised	UAE U A E	00007758	Mastermed Equipment Trading			08/08/18

To gather the information for the potential customer, open GoldMine.

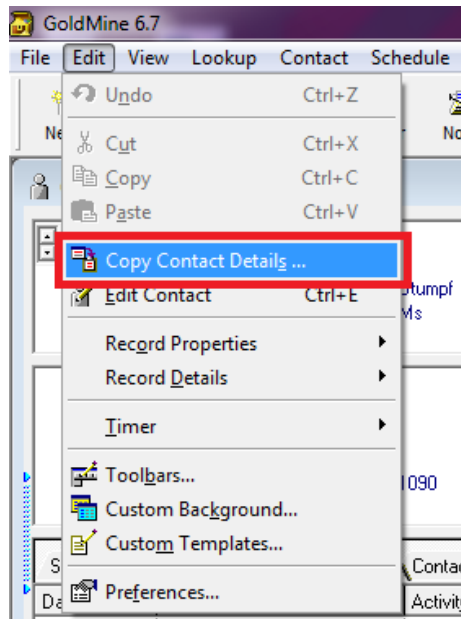
Use the 'Lookup' function to search for the distributor's company name.

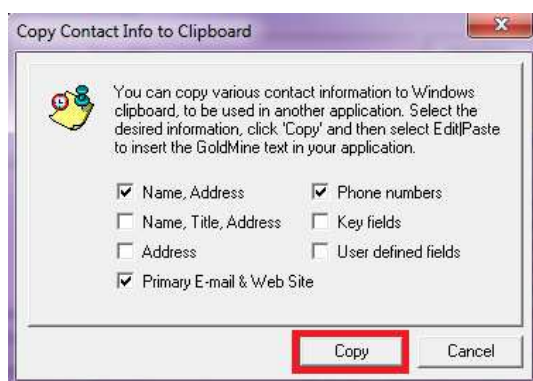




If there is more than one contact at the company, check the 'History' tab or confer with colleagues to confirm who we deal with most frequently.

Also check the 'Department' and 'Position' fields. Contacts in the sales department are in a better position to help a new customer than the import manager.

When you have located an appropriate contact, click on 'Edit' and select 'Copy Contact Details...'.  




A small window will open. Select which information to copy. The potential customer will need the contact name, the company address, telephone number, email address and website. Tick the required boxes then click 'Copy'.

This will copy the details on to the computer's clipboard ready for you to paste in to your reply to the potential customer.

Ensure that you are clear on what the information is, e.g. if sending a telephone and a fax number, write 'Tel' or 'Fax' before the number to avoid confusion.

Do not CC or BCC the distributor in to this email. Instead, email the distributor to advise them that we have directed a sales lead to them. If the distributor asks who the sales lead is, then apologise that we cannot divulge the information due to the data protection laws in the UK. However, if they have not heard from the potential customer in one week, we can follow them up.

