

Marketing in the USA

Discussion Document

TAI have expressed an interest in marketing Viamed products in the UK. This gives us some great opportunities but also some potential problems. There are two main problems with TAI.

Marketing & Sales

They have no direct access to the US medical market and no presence has been achieved in exhibitions or direct advertising. It is therefore assumed that they have set up a group of small distributors. TAI are considering employing a Medical Sales Manager. It is important that we deal direct with the distributors. The distributors will need product training and although we cannot teach them how to sell the products they still need to know the main selling points. We also will need to supply marketing and sales materials.

TAI can organise stocking and probably first line technical backup.

FDA

The second problem is regulatory. We need FDA approval. If this is left in the hands of TAI it will never happen. However they have links with the FDA and we could use them as a conduit.

It is important that the products remain Viamed products and we control traceability etc.

Marketing plan.

I would suggest this be done with a 6-12 month plan

The following strategy is suggested.

Before going any further we approach TAI and

1. establish whether or not they have a distributor network
2. establish the credibility of the distributors
3. products already distributed
4. areas the distributors cover
5. technical competence of the distributors
6. what role TAI will play
7. do they have the capability to carry out this function
8. get TAI to arrange a sales meeting so that we can meet the distributors and be introduced.
 1. We present Viamed its history and principles.
 2. Introduce the potential products we have that may be suitable for the USA market
 3. explain our marketing approach in Europe and the world
 4. explain our sales techniques.
 5. Try to find out what we need to change
 6. Ask the distributors which products fit there existing range
 7. which products are suitable for the USA market if not what changes need to be made.
 8. What changes are need to the sales literature
 9. what backup do they need.
 10. Set a target for achieving FDA
 11. set a product for the release of the products
 12. either one by one or in groups.
 13. Offer assistance on the introduction to their customers