

Sales & product Questions

These are the notes made during our sales meeting.

Are the products too expensive compared to the available competition

All agreed No except RS. We need to evaluate Export pricing

Accessories for the 2160 and 2500 need to be re-evaluated

Do they match the competition feature for feature

Only SH questioned

The Microstim in future needs digits

Do they offer and major benefits over the competition

SN Yes.

SH Flow sensors Cost Yes Life No.SpO2 Cost no Life Yes

Capnograph, Yes

We need to address Cabinet benefits,V100 benefits, and O2 sensor price

Do our customers know about the products

This was questioned by all but KT

Historically we are known for O2 and SpO2 probes

Is the web site effective

SN ? SH No, RS ?

The original webshop did not perform as planned. And was not effective.

SN Existing site needs a consistent Look

SH need an Auto webshop

RS does not want prices on web.

How many complained. There is a discrepancy in UK and export pricing

EBME seem to be the main users other staff do not have time

Information cross reference good but can be improved. Need better search engine.

Do we have any customer relation issues

SH & KT NO.: RS ?.

Order Despatch time

Information from Buepoint & TAI

Do we need more face to face meetings with customers.

SN,SH,RS,KT,CH. All said Yes

Is our range complete or do we need extra products

KT Generally more products

RS. Need a rechargeable 2160 & a desktop SpO2

SH More Sensors & Simulators etc.

Conclusion

Overall I could not fault the general approach or knowledge of our products. Please read the above carefully and if I have anything wrong please let me know.

I did detect areas which can be sharpened up.

Complacency:

We have always been known and respected for Oxygen sensors etc. but we must not become

complacent. Our competitors have targets and we are one of them.

Market Intelligence:

Do we know where the major projects are being planned for 2012 and 2013 even 2014?.

Do we know how the cuts are effecting the units we sell to?

What products are in danger from the cuts?.

Benefits.

There did seem to be a hesitancy when we discussed product benefits.

All our products have benefits and customers tend to place the benefit they gain over the feature they desire.

At our next sales meeting I will take a few products and ask for Feature / Benefit analysis.

If anyone has any doubts in this area please contact me.

Many thanks for attending and the input you gave. I caught up on many aspects in a short space of time.

John S. Lamb.

26/01/12