

Product Promotion

Hi

Further to my message of the day I am putting on my other hat and only looking at turnover and profits. At this stage I am not interfering with the current product training, and the various methods in marketing and sales. I do want to know by the end of April why sales are dropping.

To do this I have constructed a number of questions which if answered honestly will give me some idea. Each set of questions should not need any great thought process and should be easily answered in less than 5 minutes. If you have to think about it put in a question mark. If you think about the question before you answer you lose the spontaneity that is required during a sale.

They are not trick questions and they are not a test. They are standard sales & marketing questions and the answers will mean a lot to me possibly no one else.

You can answer electronically or on hard copy

Name the top 10 products Viamed wants to promote and sell in the next 12 -18 months.

Place in order of importance.

Complete in 3 minutes

Order	Part Number	Product or Product range
1	4420520/44 20500	VM-2500 Capnograph Monitors (Sidestream or Mainstream)
2	0012160, 0012161, 0012162	VM-2160 Pulse Oximeter
3		Versastream
4		Oxygen Sensors Medical
5	4310002, 4310003	Flow Sensors
6	0310030	TT-480 Neonatal Resuscitators
7	0012101,00 12103,0012 105 & 0012106	Viamed Finger Oximeters, such as VM-2101, VM-2103 & VM-2105
8	2510000	Microstim Nerve Stimulators
9	0012175- 0012179, 4410530 & 4410540	Vet Monitors: VM-2160 & VM-2500
10		Automotive Oxygen Sensors

Signed:



Date : 21/04/2015

Return completed within two days