

Sales Summary 2016 Catrin Hollings

Marketing Report Catrin April 2016

Product	Product Area	Region	Nos	Type of Mailing	Completed Date
Mailshots sent in April					
Capnograph and VersaStream	Resuscitation Respiratory	UK	327	Postal	April 2016
Flowsensors	ICU	UK	122	Postal	April 2016
Phototherapy Oxygen Hoods	SCBU Paediatrics	UK	396 226	Email	April 2016
Posey Products	Kaltz Mailing group - Paediatrics	UK	32	Postal	April 2016

Mailshots Sent 2016 to date

Product	Product Area	Region	Nos	Type of Mailing	Completed
Infant Resuscitation Catalogue A5	Maternity Delivery Labour	UK	327	Postal	January 2016
Oxygen Monitoring Catalogue A5	EBME	UK	448	Postal	January 2016
Hb Monitor	Blood Donation Centres	UK	70	Postal	January 2016
Automotive	Intrastats – Potential Distributors	UK	36	Postal	January 2016
Flocap	Theatres	UK	56	Postal	February 2016
Flocap	ICU	UK	122	Postal	February 2016
Posey Products	SCBU	UK	371		February 2016
Posey Products	Paediatrics	UK	229	Postal	February 2016
Flowsensors	ICU	UK	26	Email	March 2016
Flowsensors	Theatres	UK	86	Email	March 2016
Flocap	Theatres	UK	641	Email	March 2016
Automotive Oxygen Sensors	EUR Distributors	Export	45	Email	March 2016
Capnograph and VersaStream	Resuscitation Respiratory	UK	327	Postal	April 2016
Flowsensors	ICU	UK	122	Postal	April 2016
Phototherapy Oxygen Hoods	SCBU Paediatrics	UK	396 226	Email	April 2016
Posey Products	Kaltz Mailing group - Paediatrics	UK	32	Postal	April 2016
Automotive Lost Customers	Lost Customers – not purchased since 2014	UK	54	Postal	April 2016

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Mailshots Planned

Product	Product Area	Region	Nos	Type of Mailing	Planned Date
GE Distributors	Export Distributors	Export	RS to complete list	Email	April 2016 May 2016 Awaiting RS to produce group
Pulse Oximetry Catalogue	EBME	UK	448	Postal	Awaiting catalogue to be signed off by SN April 2016 May 2016
Pulse Oximetry Catalogue	ICU	UK	122	Postal	Awaiting catalogue to be signed off by SN April 2016 May 2016
AlcoTrue	A&E	UK	KE Currently compiling mailing list	Postal	May 2016
AlcoTrue	Private Ambulance	UK	348	Postal	May 2016 <i>printed ready to pack</i>
AlcoTrue	Drug Rehab	UK	151	Postal	May 2016 <i>printed ready to pack</i>
AlcoTrue	ICU	UK	KE Currently compiling mailing list	Postal	May 2016
Capnograph and VersaStream	Private Ambulances	UK	348	Postal	May 2016 <i>printed ready to pack</i>
Radiant Warmers	Theatres	UK	102	Email	May 2016
Oxygen Sensors	EBME	UK	238	Email	May 2016
Single Patient Use Oxygen Hoods	SCBU Paediatrics	UK	51 40	Email	May 2016
Oxygen Sensors	EBME	UK	448	Postal	June 2016
Reusable Oxygen Hoods	SCBU Paediatrics	UK	396 226	Email	June 2016
AlcoTrue	A&E	UK	KE Currently compiling	Email	June 2016

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Product	Product Area	Region	Nos	Type of Mailing	Planned Date
			mailing list		
AlcoTrue	Private Ambulance	UK	348	Email	June 2016
AlcoTrue	Drug Rehab	UK	151	Email	June 2016
AlcoTrue	ICU	UK	KE Currently compiling mailing list	Email	June 2016
Radiant Warmers	Theatres	UK	686	Postal	July 2016

Feedback	
Royal Sussex County Hospital FLOCAP x 1	Samples sent, February <i>“Thanks for the sample as I wanted to see how it compares to the GE colorimetric one we use. Looking at it, it is a bit too big, and doesn't fit in to our ventilator circuits as well - to be honest we hardly use them anyway and they are here as a backup if the electronic versions don't work.”</i>
GM Medical, FLOCAP x 1	Samples sent, March – awaiting feedback
Sarl Hospimedia, FLOCAP x 2	Samples sent, March – awaiting feedback, chased
Alfrend Swantex, Sales Ltd FLOCAP x 2	Samples sent, March – awaiting feedback, chased
Winterbourne Hospital, FLOCAP x 1	Samples sent, March – awaiting feedback, chased
Bourn Hall Limited, FLOCAP x 1	Samples sent, March – awaiting feedback
Basingstoke & North Hampshire, FLOCAP x 2	Samples sent, March – awaiting feedback, chased
ASQA, FLOCAP x 1	Samples sent, March – awaiting feedback, chased
Cortessis Medical, FLOCAP x 1	Samples sent, March – awaiting feedback, chased
Pulmolink, BCI Disposables SpO2 Sensors	Samples sent, April – awaiting feedback
Maxtec FLOCAP: 1 sale generated – Luan Vision.	

Total sales eBay Sales	
January 2016:	£621 - consisting of 15 orders
February 2016:	£336 - consisting of 9 orders
March 2016:	£414 – consisting of 13 orders
April 2016:	£199 – consisting of 5 orders
Total Amazon Sales	
January 2016:	£139 - consisting of 4 orders
Feb 2016:	£65 - consisting of 2 orders
March 2016:	£345 - consisting of 11 orders
April 2016:	£257 – consisting of 5 orders

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Leaflets / Documents updated		
February	VM-2400 Hb Monitor	updated
February	Maxtec Flocap	Remove quote from NAP4 guidelines
February	V1000 Foetal Heart Monitor	patent removed, updated leaflet
March	Capnograph Leaflet	updated to include IRMA holder and ISA holder.
March	VersaStream	Luer Lock Leaflet and Selection Guide, short-term option removed – awaiting sign off.
March	Product Portfolio	New products have been added, awaiting text from BP regarding SMARTsat.
March	Catalogue – Choicemmed Low Cost Finger Oximeters	New - awaiting print quantity confirmation
March	Automotive EUR distributor price list	Updated and emailed to customers with 30 days' notice.
March	V1000 Case Cover Artwork	Completed
March	Microstim Cover Artwork and Manual	Completed
April	V1000 Case Layout	Completed
April	Microstim Case Layout	Completed
April	Automotive Catalogue	Completed
April	Saudi Health	Arranged Certificate of Origin, freight and furniture
April	Updated Website – Include Saudi Health	Completed
April	AlcoTrue Leaflet and Tech Sheet	Updateds

Marketing activities	
February	<p>Internal Staff Training:</p> <p>Goods In Introduction Goods Out Introduction Pulse Oximeters Introduction VST Introduction VST Customer Service Capnograph Introduction Email PDF Invoices Infant Resuscitation Cabinet Introduction Repair Processing AlcoTrue Introduction Flocap Clinical Introduction</p>
March:	<p>Over the last 12 months the sales office have also been searching for new distributors for Export, this month (March) has been focused on Switzerland, we are currently awaiting responses.</p> <p>Previously completed: Vet Distributors: France, Netherlands, Germany, Scandinavia, Belgium.</p> <p>Planned searches - Medical:</p> <ul style="list-style-type: none"> • April – Austria • May – Estonia

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	<ul style="list-style-type: none">• June – Latvia and Lithuania• July - Turkey
April:	Internal Staff Training Royal Mail Services Automotive Oxygen Sensors and Nitrogen Analysers – Postponed until May Medical Distributor Search Austria – Initial Search completed, awaiting RS to filter.
May (planned)	Automotive Oxygen Sensors and Nitrogen Analysers Exhibition: Saudi Health, Riyadh