

# Sales Summary 2016 Catrin Hollings

## Marketing Report Catrin June 2016

### **Mailshots sent in June**

#### Postal Marketing

Product	Product Area	Region	Nos	Type of Mailing	Completed Date
Capnograph	Air Ambulance	UK	109	Postal	08/06/16
MD300 Paediatrics	MD300 Series Catalogue	UK	225	Postal	09/06/16
CO Screen	Private Ambulance Air Ambulance Fire Service A&E Ambulance Trusts	UK	284 109 128 215 137	Postal	13/06/16
CO Baby	Maternity	UK	269	Postal	14/06/16
Pricing Update Email Address Request	Supplies	UK	56	Postal	01/06/16

#### Email Marketing

Product	Product Area	Region	Nos	Type of Mailing	Completed Date
AlcoTrue	Private Ambulance  Drug Rehab  Police	UK	106  24 opened 15 bounced 1 click  105 16 opened 1 clicked 9 bounced 1 unsubscribed  6 0 opened	Email	05/06/16  06/06/16  09/06/16
Capnograph	Air Ambulance	UK	57  5 opened 1 clicked 13 bounced	Email	27/06/16
UK 2016/17 Pricing Update	Supplies	UK	276	Email	01/06/16

### **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

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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	Postal	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
Paediatric MD300 Series	Paediatrics GM Paediatrics Kaltz	UK	40 31	Email	5/5/16 9/5/16
Capnograph and VersaStream	Private Ambulances	UK	348	Postal	4/5/16
Radiant Warmers	Theatres	UK	79	Email	Kaltz 2/5/16 GM 3/5/16
AlcoTrue	Private Ambulance	UK	348	Postal	10/05/16
AlcoTrue	Drug Rehab	UK	151	Postal	10/05/16
Automotive	Emissions Testing Manufacturers - Sensors	UK	39	Email	11/05/16
Automotive	Emissions Testing Manufacturers - Sensors	UK	111	Postal	23/05/16
Oxygen Sensors	EBME	UK	238	Email	27/05/16
Single Patient Use Oxygen Hoods	SCBU Paediatrics	UK	51 40	Email	May 2016
Capnograph	Air Ambulance	UK	109	Postal	08/06/16
MD300 Paediatrics	MD300 Series Catalogue	UK	225	Postal	09/06/16
CO Screen	Private Ambulance Air Ambulance Fire Service A&E Ambulance Trusts	UK	284 109 128 215 137	Postal	13/06/16
CO Baby	Maternity	UK	269	Postal	14/06/16
AlcoTrue	Private Ambulance Drug Rehab	UK	106 105	Email	05/06/16 06/06/16

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	Police		6		09/06/16
Capnograph	Air Ambulance	UK	57	Email	27/06/16

## Mailshots Planned

Product	Product Area	Region	Nos	Type of Mailing	Planned Date
GE Distributors	Export Distributors	Export	RS to complete list	Email	<i>Awaiting RS to produce group</i>
Pulse Oximetry Catalogue	EBME	UK	448	Postal	<i>Awaiting catalogue to be signed off by SN July 2016</i>
Pulse Oximetry Catalogue	ICU	UK	122	Postal	<i>Awaiting catalogue to be signed off by SN July 2016</i>
Oxygen Sensors	EBME	UK	238	Email	August 2016
Oxygen Sensors	EBME	UK	448	Postal	July 2016
AlcoTrue	ICU	UK	157	Postal	July 2016
AlcoTrue	Maternity Services	UK	67	Email	<b>Scheduled 03/07/16</b>
AlcoTrue	A&E	UK	KE Currently compiling mailing list	Email	July 2016
AlcoTrue	Private Ambulance	UK	104	Email	<b>Scheduled 05/06/16</b>
AlcoTrue	Drug Rehab	UK	105	Email	<b>Scheduled 06/06/16</b>
AlcoTrue	ICU	UK	KE Currently compiling mailing list	Email	June 2016
Radiant Warmers	Theatres	UK	686	Postal	July 2016
Automotive	Motorsport Technicians	UK	KE Currently compiling mailing list	Postal	July 2016
Automotive	Plane Technicians	UK	KE Currently compiling mailing list	Post	July 2016

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Product	Product Area	Region	Nos	Type of Mailing	Planned Date
AlcoTrue	A&E	UK	5	Email	July 2016
V1000	EBME	UK	449	Postal	July 2016
Capnograph and VersaStream	Air Ambulance	UK	56	Email	July 2016 Scheduled 01/06/16
Phototherapy Oxygen Hoods	SCBU Paediatrics	UK	368 226	Postal	August 2016
Flocap	ICU Theatres	UK	53	Email	August 2016
Emergency Services Show	Private Ambulances Ambulance Trust	UK	106 126	Email	Scheduled 29/08/16

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
May 2016:	£622 – consisting of 19 orders
June 2016	£266 - consisting of 7 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:	£244 – consisting of 5 orders
May 2016:	£0 - Having issues with the Amazon system, trying to resolve directly with Amazon but currently account has been deactivated.
June 2016	£0 – still trying to sort out the issues.

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

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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	Updated
May	CO Screen Leaflet	Designed and Signed off by Manufacturer
May	CO Screen Covering Letter	Written and Signed off by Manufacturer
May	CO Check + Baby and Check Pro Baby Leaflet	Designed, awaiting sign off
May	CO Check + Baby and Check Pro Baby Covering Letter	Written, awaiting sign off
May	Translation: Letter of Authorisation Translated to Spanish	Requested with Omnilingua – done
May	Translation: VM-2500 Quick Start Guide to Danish	Requested with Omnilingua - done
May	Introduce New Product: CO Screen and CO Check	Background information inputted into Intrastats including CE certificate, also requested training material and DoC from manufacturer. Market research. SN provided basic introduction training to three members of office admin and CH.
May	Viamed Email Mailing List	Order insert designed and printed to encourage customers to sign up to the electronic mailing list.
May	V1000 Manual	Updated and printed
May	Microstim DB3	Outer labels ordered for new boxes
May	<b>Translation:</b> TT-480 Instructions for Use to Danish	Supplied and signed off. Printed in-house for customer order.
	V1000 Manual to French	Not required any longer
June	<b>Translation:</b> Microstim DB3 IFU French	Awaiting reply from Translation Company to confirm errors found
June	VersaStream Viamed leaflet Update	Signed off and in L drive
June	Choicemmed Catalogue updated MD300-C5 leaflet update.	Removed pig oximeter as discontinued, updated individual leaflet as well
June	Website Update	Added Carbon Monoxide Monitors
June	Microstim DB3 Manual Update	Updated to new standards required
June	Pricing Spreadsheet	Arranged pricing spreadsheet for all supplies departments NHS UK.

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<b>Marketing activities</b>	
<b>February</b>	<p><b>Internal Staff Training:</b></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>
<b>March:</b>	<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"> <li>• April – Austria</li> <li>• May – Estonia</li> <li>• June – Latvia and Lithuania</li> <li>• July - Turkey</li> </ul>
<b>April:</b>	<p><b>Internal Staff Training</b> Royal Mail Services Automotive Oxygen Sensors and Nitrogen Analysers – Postponed until May</p> <p><b>Medical Distributor Search</b> Austria – Initial Search completed, awaiting RS to filter.</p>
<b>May</b>	<p><b>Training:</b> <del>Automotive Oxygen Sensors and Nitrogen Analysers</del>, not provided. (SN) Carbon Monoxide Poisoning, CO screen. (SN)</p> <p><b>Exhibition:</b> Saudi Health, Riyadh</p> <p><b>Photography:</b> Precision Medical and Tenacore Blender Images.</p> <p><b>Distributor Search:</b> Austria, Estonia, OEM Patient Monitoring manufacturers.</p> <p>Product update mailing list slip designed and included in with all medical orders.</p>
<b>June</b>	<p><b>Training:</b> <del>Automotive Oxygen Sensors and Nitrogen Analysers</del> (SN), not provided Vandagraph products and systems (RS)</p> <p><b>Advertising</b> – Ambulance Life A3 advert received</p> <p><b>Exhibitions</b> – booked hotels for Steve H and Katie to attend and exhibit at the Emergency Services Show in Sept.</p>
<b>July</b>	<p><i>Planned: To complete Capnograph and Pulse Oximetry Catalogues but Steve goes on leave.</i></p>

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<b>August</b>	<b>Advertising Space Booked:</b> Emergency Services Times, highlighting involvement with Emergency Services Show in September.
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## Vandagraph

<b>May</b>	<ul style="list-style-type: none"><li>• John Book cover resupplied</li><li>• Produced list of Diving Magazine to utilise for book press release</li></ul>
<b>June</b>	<ul style="list-style-type: none"><li>• Analox Analysers sensors leaflet completed</li><li>• Retail and Trade Price lists updated and resupplied</li><li>• Oxygen sensor inserts designed, awaiting JSL feedback</li><li>• John Book advert oxygen sensor box insert design, awaiting JSL feedback</li></ul>

## VST

<b>May</b>	<b>Photography</b> DiveSoft 8010020 Sensor
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