




Customer INSIGHTS 4 VALUE

Sales Choreography

	Product/Service	AESCU LAP Aicon® with enhanced drying
	Target Group	Central Sterile Service Department
	Current Belief	Heavy surgical sets can be challenging and time consuming to sterilized

HOOK

1. Get in touch and connect with your counterpart.

Thank you for taking your time today just before the rush hour starts here in the central sterile department with all the pressure that goes along with it.

2. Surprise! By question a key point that raises a problem that was unrecognized or misunderstood. → « Did you know that ...? »

Would you agree that the reprocessing of loaner sets put a lot of stress on workers in the central sterile department and in the OR? Very often there is only one set available and when this set is urgently needed, it is somewhere stuck in the process, right?

IMPACT

1. Point out the "magnitude of the problem" by quantitative and proven elements.

However, isn't it difficult to influence the total reprocessing time? Your employees are working at full speed and machines need the time that they need.

2. Transform the logic into your counterpart's experience, « real life » situations and/or underline the negative consequences of maintaining the status quo.

And how frequently do you receive calls from the OR because sets are delayed? And everything is getting worse if people is sick and do not show up, if one of the sterilizer turns down, ...right? What would you do then?

SOLUTION

1. Open new windows Et ways, that will allow your customer to transform the problem into "how to improve or overcome" my business challenge. → « Imagine that in an ideal situation...! »

But what if that would not be true anymore. What if you could indeed shorten the process?

2. Finally, you guide your customer to a better solution, which is addressing the problem you raised and could be delivered by B. Braun

I have something for you. It will cut down your process time up to 50%. Do you want to hear more about it? It is the new AEscu LAP Aicon® Sterile Container that has a great new feature, the enhanced drying. That means, instead of 30 to 45 minutes, you probably would only need between 5 to 10 minutes drying time.

ACTION

1. Ask for a commitment, "close the deal" and create an action plan for implementation. → « Until when shall we elaborate ...?, Whom from your side is my contact person to set up ...? »

Do you want to test it in your sterilizer? Let's make an appointment

2. Prepare the next step/ follow up. What is expected from your side? What is your customer doing until ...? Your customer must tell you: « When do I see you again? »

How long do you want to test it? I would like to ask you for your feedback afterwards.