




# Customer INSIGHTS 4 VALUE

## Sales Choreography

	Product/Service	Finding pinholes in wrap
	Target Group	OR Manager
	Current Belief	Wraps are safe to use in the OR

### 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 OR with all the pressure that goes along with it.

I would like to talk to you about an almost invisible killing enemy in your OR.

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

Did you know that 18% of holes even of the size of a pencil diameter in a wrap remain undetected by medical staff?

### IMPACT

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

This number results from a study published in 2007, which was done at Yale University/US and published in the "Clinical Orthopaedics and Related Research". In all of the 100 cases investigated in the study a contamination of the set content occurred, even if it was only a 1 mm diameter hole. That means, holes in wrap packaging are a source of potential SSI's, whatever the size is....

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

Is it not difficult for you to establish a method for the identification of such pinholes in the OR prior to the use of the instruments with the patient already on the table and the surgeon waiting to do the first incision? Have you ever been offered a training to be qualified to detect pinholes in wraps? And have you ever thought about the risk of stitch injuries for your staff? Wouldn't you and your surgeon love to have a safe solution for the patient as well as for your staff?

### SOLUTION

1. Open new windows & 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...! »

Imagine there is a packaging system which eliminates the risk of getting holes during transport and handling of surgical sets

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

Aesculap containers are constructed in a way that does not allow for perforation and therefore you do not need to search for pinholes.

## 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 OR? 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.