



***Key points in Dilucup sales process***



LabRobot Distributor Meeting – Lökeberg – September 08, 2011

# Í Key points in Dilucup sales processî

## Define your strategy before you start visiting customers

-Salespersons often go directly to the big potential users but it can be a risky strategy because:

- ✓ Even experienced salespersons need to learn the new products and first demos are almost never the best ones,
- ✓ Sales arguments need to be tried and adjusted to the local market situation,
- ✓ Failing with a big prospect immediately limits your potential market.


## Our recommendation:

***Do not go systematically to the biggest, take the easiest first!***

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## To find the easiest customers, identify the success factors (1)

Look at the usual **behaviour of the managers**. Do they act as **leaders** or **followers** in their market?

“ Always among the firsts to get the new methods → 

“ Getting new methods when all the competitors are already equipped → 

Look at the level of **Quality Assurance**.

“ A high level of QA gives you possibility to use all sales arguments (accuracy, repeatability, ergonomics, improved productivity,...) → 

“ Labs with low level of QA generally focus exclusively on costs → 

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## To find the easiest customers, identify the success factors (2)

Take **growing labs** as a priority.

“ In a lab with a growing activity Dilucup is seen as a solution to problems → 

“ For a declining lab Dilucup is first seen as a cost increase → 

Look at the **methods** used and analyzed **samples**.

“ A reasonable proportion of probiotics among the samples increases definitely the chances for success → 

“ Users of Petrifilm are often interested in Dilucup because both products do share the same philosophy → 

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## Our recommended process (1)

1- If you do not have time for a long introduction just **show the video**

↳ In 5 minutes you **create/confirm the customer's interest**

2- **Run a PowerPoint presentation**

↳ Show **at least 2 slides**: - **Benefits** from Dilucup (all sales arguments)  
- **Wall of logos** (gives confidence in the product)

### Benefits of Dilucup

- Time saving:
  - Using Dilucup saves more than 10 seconds/dilution step
- Prevent working injuries:
  - No need for a vortex mixer, No use of glass tubes
- Increased quality:
  - Repeatable shaking (defined speed and duration), High precision filling machines, Gamma radiation sterilization, strict Quality Control, Quality Certificate
- Easy to store and long shelf life:
  - Storage of sealed boxes at room temperature. Up to 2 months at +2 to +8 °C after first use
- Cost reduction:
  - Dilucup is significantly cheaper than in-house produced dilutions tubes when overhead costs are taken into account



### Some of the reference users of Dilucup



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## Our recommended process (2)

3- **Demonstrate** the system and **propose a trial** (discounted consumables)

4- **Install** the system and **train** the staff yourself

- ↪ Demonstrate how to **open the cups**
- ↪ Help the technicians to **reorganize the bench**
- ↪ Give them useful **tips** to make it easier



Thank you very much for your attention!

**DILUCUP**  
10 YEARS  
IN MICROBIOLOGY  
2001 - 2011

