**Seiler Instrument & Manufacturing Co, Inc – Colposcopes - Sales Playbook**

## Overview

* XXXXXX has the opportunity to market and sell Seiler’s Colposcopes

## Target Market - CUSTOMERS

* OBGYN
* Surgery Centers
* Hospitals
* Specialist doing High Resolution Anascopy
* Infectious Disease Specialist and Centers

WHAT’S OUR COMPELLING SALES STORY?

1. Story to Introduce product to the TR/ES (why is it important to the rep):

* XXXX is one of the few dealer’s to have the opportunity to sell Seiler’s Full Line of Colposcopes
* Seiler’s colposcopes has continued to improve and are considered the best on the market
* Seiler offers a lifetime warranty on its optics and mechanics
* Seiler offers three different models, 935, 955, and 985. Most of any company.
* XXXX goal is to find the lead. Seiler has sales reps that will demonstrate the product and help close the sale.
* Seiler is a 76 year old USA company based in St. Louis, MO
* Seiler offers more accessories and options than any other colposcope company
* XXXXX receives a large dealer discount compared to competitors

1. Story to Introduce product to the DR:

* Seiler’s colposcopes have the best optics in the industry with apochromatic lens
* Seiler colposcopes have a variofocus option which allows the end user to work from a 200mm to a 350mm working distance
* Seiler colposcopes are all equipped with LED lighting at over 100,000 LUX, and will last 50,000 hours
* Seiler colposcopes have a lifetime warranty on the optics and mechanics
* We have more video and digital camera options than any company in the industry. Will customize your needs
* Three different mounts available.
* Seiler has a 3 step option and a 5 step option

1. Story for the TR/ES to handle objections from the Dr.:
2. My old colposcope is working fine. Answer: That is great to hear your colposcope is working fine now. Over the years, Seiler has introduced many new features on the colposcope which allows the doctor to perform colposcopies more efficiently and ergonomically. Seiler has developed the LED light to mimic daylight, and to increase the illumination so the doctor can see clearer especially on higher magnifications. All our colposcopes have the ability to record in 4K and take up to 24 megapixel images so that documentation for any procedure is much more efficient than it was in the past. We have developed the ergonomic head so you can be in a better position while performing a colposcopy.
3. I have am looking at a video colposcope. Answer: Video colposcopes are generally not accepted in the USA. The issue with video colposcopes is that the image is always in 2D. There is no depth of field. With the optical colposcope a person can achieve depth thru the optics, but can also add 4K live video so a doctor will get the beneifts of the optics and live video.
4. Story for TR/ES to close the sale. Seiler is a 76 year old USA company. Seiler has Independent Sales Reps throughout the country and we will bring a colposcope out to the doctor to trial the system. Seiler offers very competitive pricing and offers a lifetime warranty on the optics and mechanics.

THINGS TO KNOW:

* Delivery time = 10-14 business days after receiving the PO
* Lifetime warranty on mechanics and optics
* Three different mounts
* MVR PRO Video is for Hospital EMR Networks

## product insights (incLudes Features and benefits)

## 935 Colposcope: Details

The 935 is the workhorse when it comes to economically priced colposcopes. The 3-step optical pod and 300mm working distance objective lens offers magnifications of 3x, 7x, and 11x and comes mounted on a vertical post and roll-around floor stand. The 935 now comes with a compact 50W LED Illumination System lasting over 50,000 hours (Halogen Optional).

## Scope Specs

* Smooth 3-step turret magnification changer offering 3x, 7x and 11x
* 300mm working distance objective lens (Optional: 175mm-400mm)
* Widefield 12.5x eyepieces with diopter locks and fold-down rubber eyecups
* Straight binocular head (Optional: Fixed Inclined or Inclinable)
* Maximum height from floor to objective lens – 46 inches
* Minimum height – 34 inches
* Green filter in selector knob
* Small diameter base on roller castors with adjustable vertical post height

## 955 Colposcope: Details

The 955 Series Colposcope offers 5 levels of magnification combined with the comfort of the swing arm technology and comes standard with LED Illumination. All of Seiler’s Colposcopes can be equipped with live video and/or a digital camera.

## Scope Specs

* Smooth, 5-Step Turret Magnification Changer
* 300mm Working Distance Objective Lens (200-400mm Available)
* Widefield 12.5x Eyepieces with Diopter Locks
* Straight Binocular Head (Optional: Fixed Inclined or Inclinable)
* LED Illumination System
* Maximum height from floor to objective lens – 54′ (Minimum – 32′)

## 985 Colposcope: Details

The 985 Colposcope is Seiler’s Premier Over the Shoulder model. The mount is set up higher to remove any obstructions from the user’s field. The 985 is equipped with a 5 step magnification turret, 300mm working distance and standard LED Illumination.

## Scope Specs

* 300mm working distance objective lens offering 3, 4, 7, 11, and 17x magnification
* Additional magnification/objective lens combinations are available
* Widefield 12.5x eyepieces with diopter locks and fold-down rubber eyecups
* Straight binocular head (Optional: Fixed Inclined, Inclinable)
* LED Illumination System

## Service/Installation (if appicable)

Seiler’s sales representatives will install ALL colposcope models and provide in-service and training.