„How to increase the OPN sales“

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No loudspeakers

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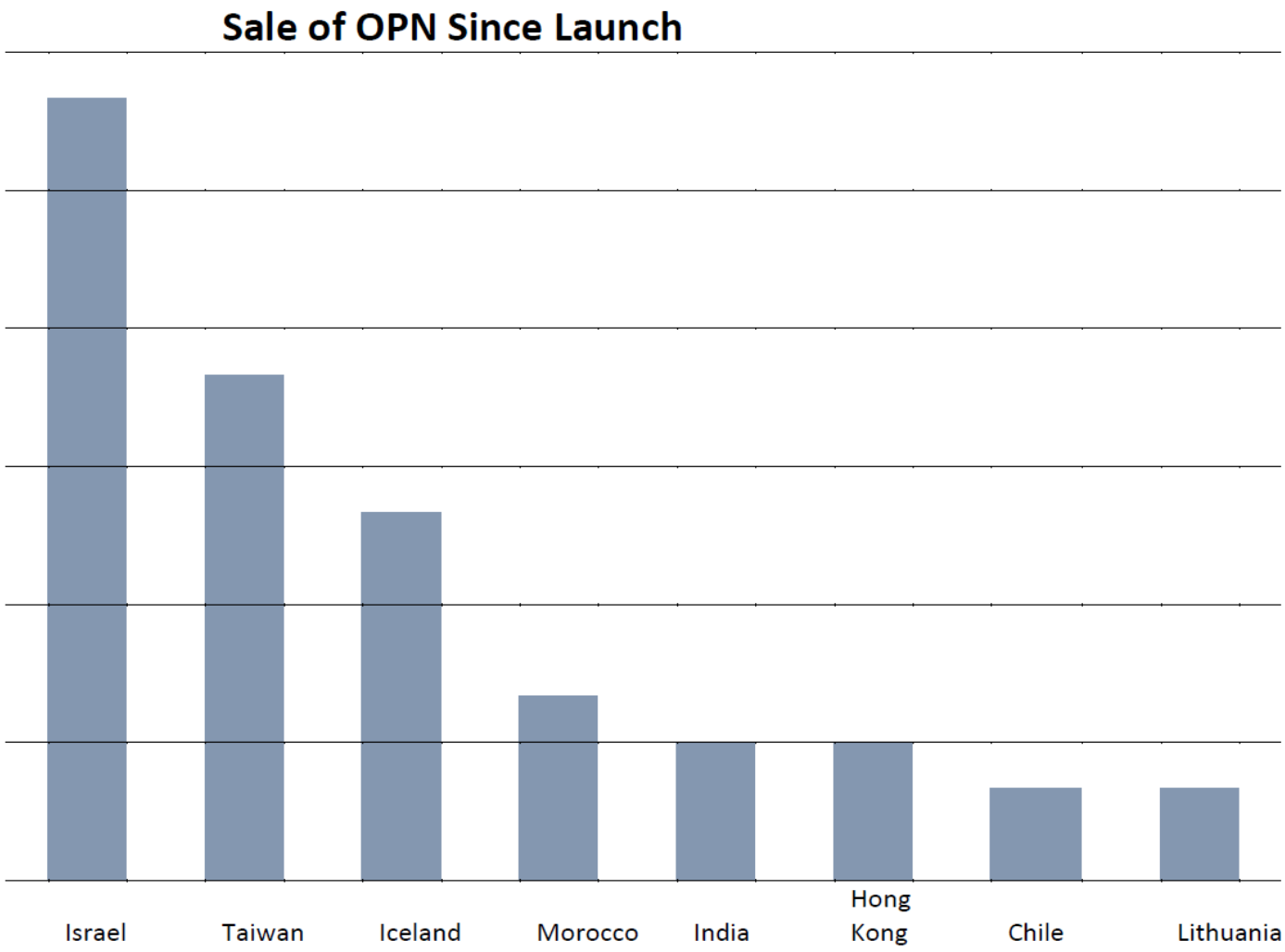
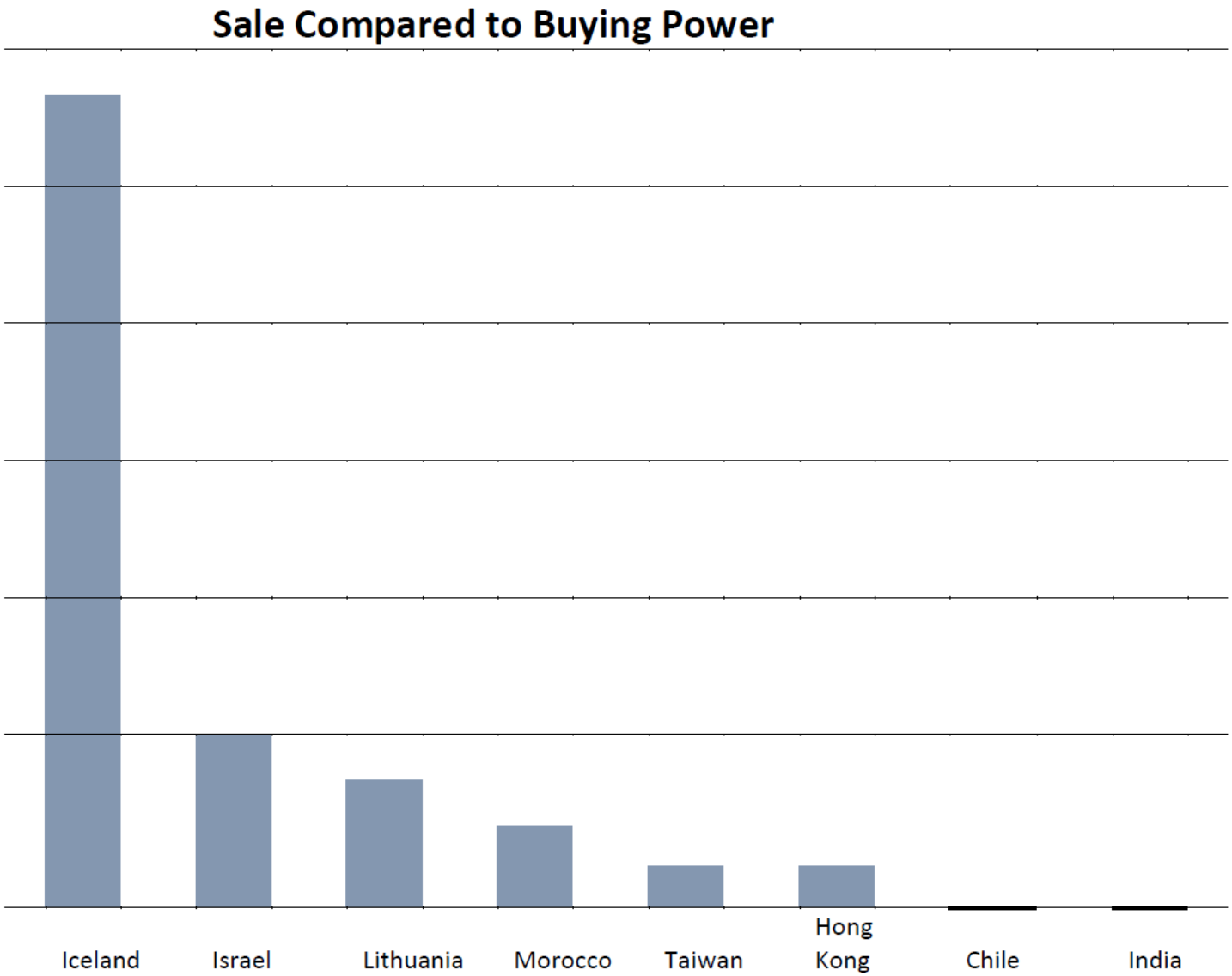

Sale of OPN Since Launch
Israel
Taiwan
Iceland
Morocco
India
Hong Kong
Chile
Lithuania


Sale Compared to Buying Power
Iceland
Israel
Lithuania
Morocco
Taiwan
Hong Kong
Chile
India

Economics

GDP per capita(PPP) in 2017 – 29800 $ (25900 €)

Average salary ~ 900 € after taxes

Unemployment - 5,9 %

Population 2,8 mln.

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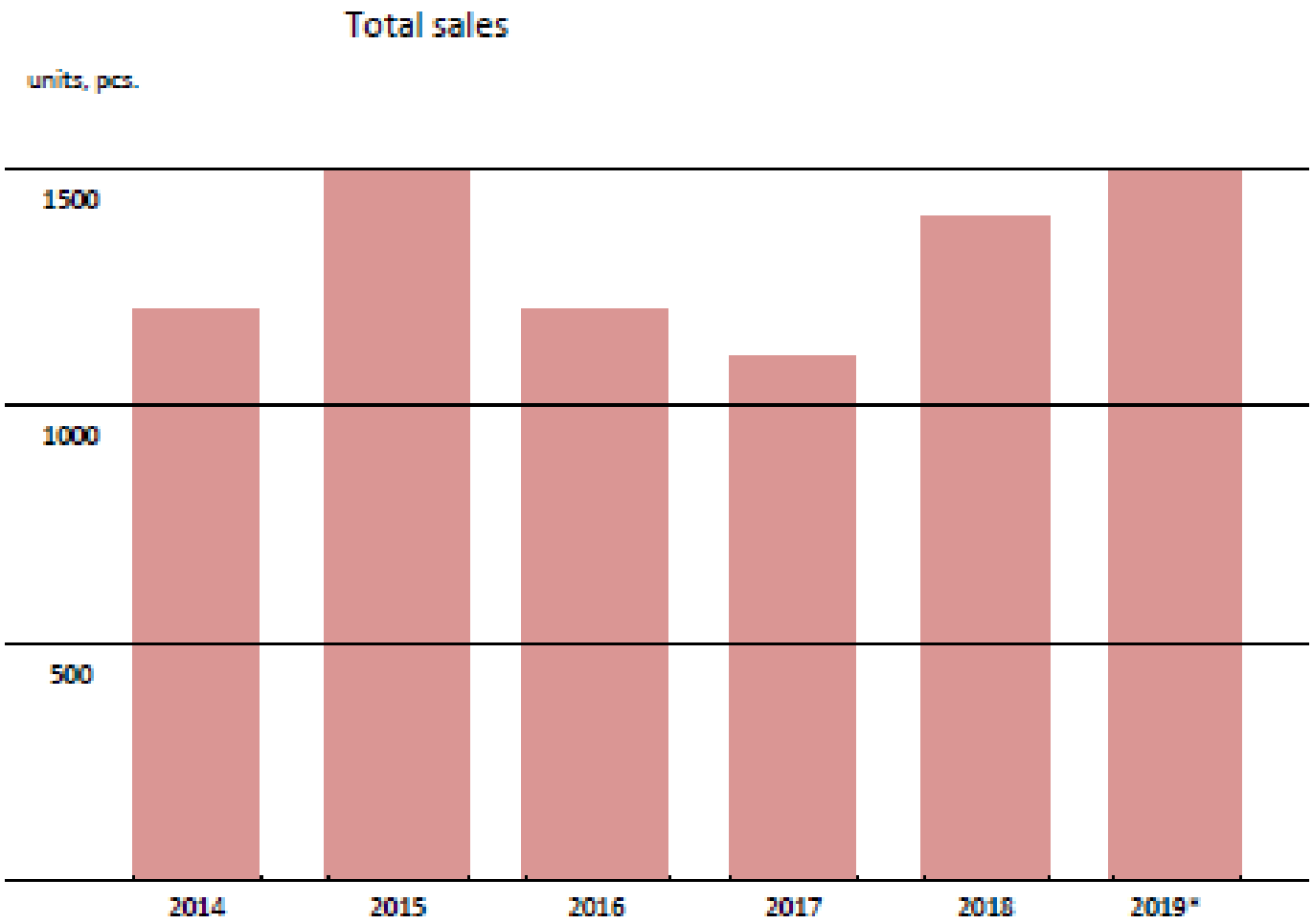

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What we did before… 2010-2015

Newspapers

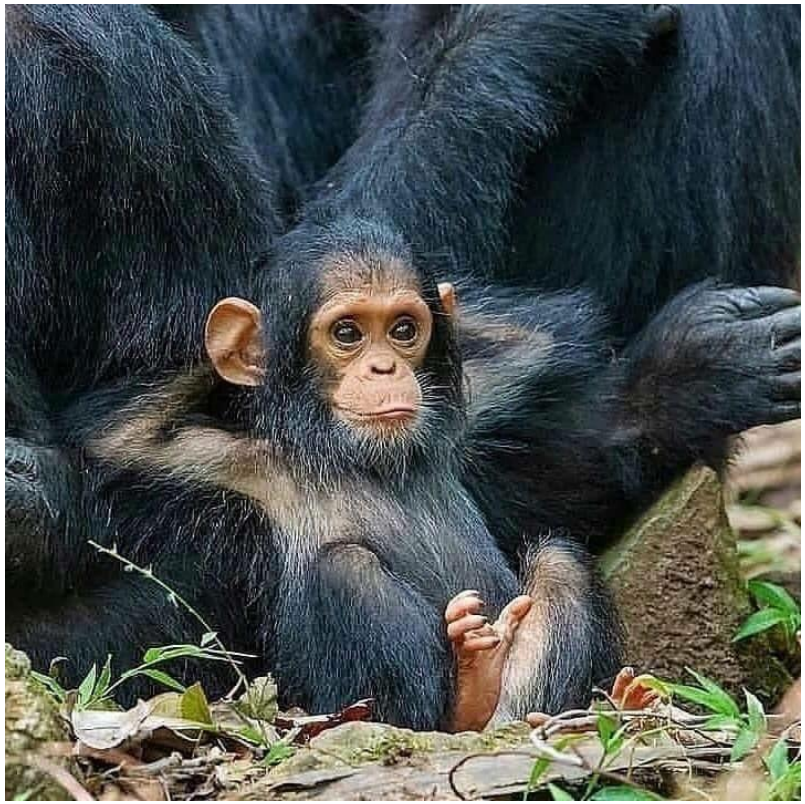
Campaigns, Open houses

Discounts, discounts, discounts….

Focus on sales volume in pcs.

(target - 1000pcs.)

Comfort zone….



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The World changed

New reimbursement system in Lithuania – didn’t work for us

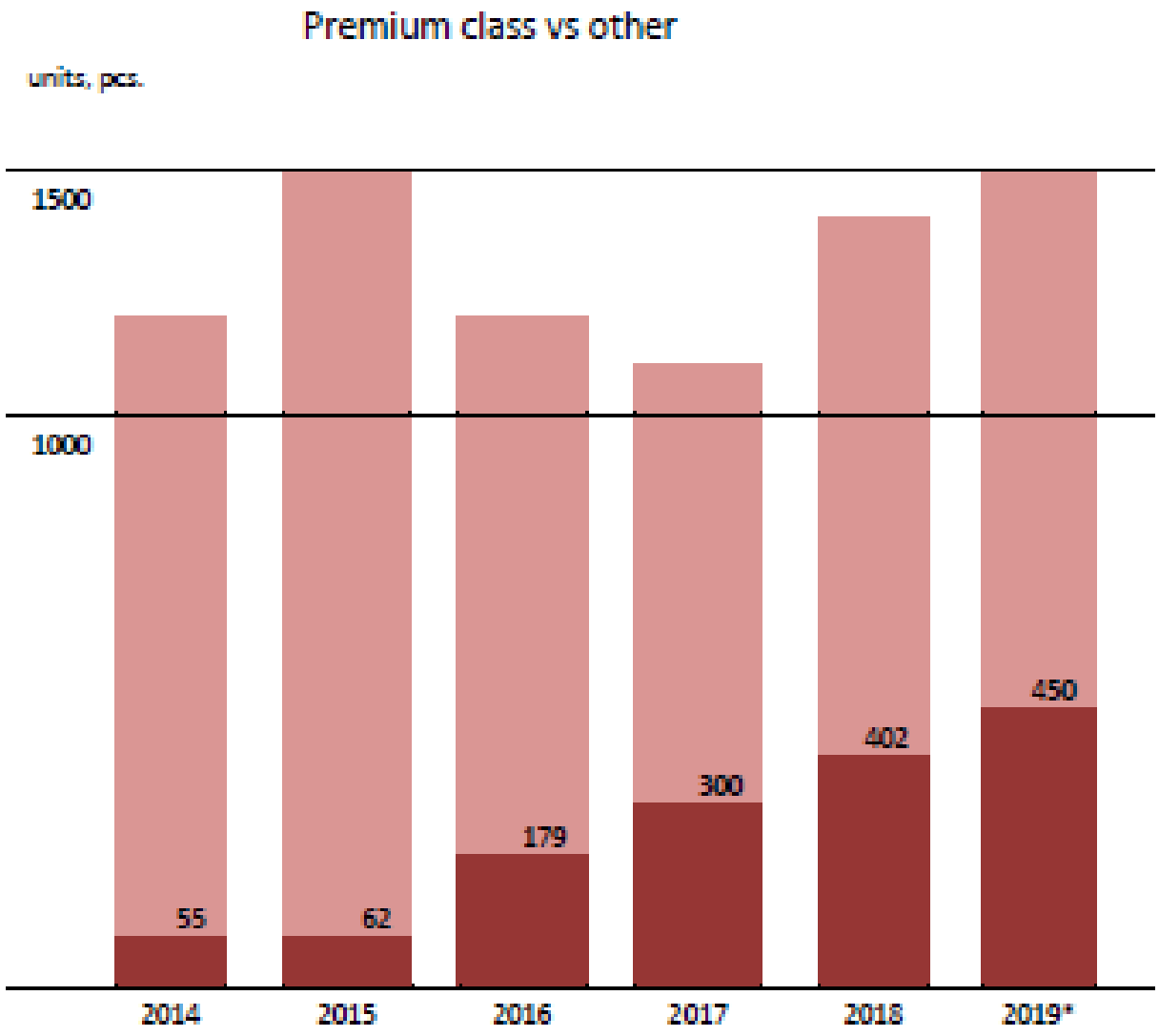
Looking for opportunities

Consulting locally with professionals

Always a best adviser besides – Oticon

Sales Volume in pcs. not our focus

Value sales


Premium class vs other
units, pcs.
1500
1000
55
62
179
300
402
450
2014
2015
2016
2017
2018
2019*

What we started do different

The goal – premium (OPN 123) segment

Give the opportunity to audiologists

Sound first, price least

Give as many OPN trials as you can

Always binaural fitting and trial

Objections from Audiologists

“ Clients can not afford OPN”

“ Too expensive in my town”

“ I can not convince clients to buy OPN”

“ Free trial at home? People will steal the OPN”

Tools

Test ALL clients with OPN

Give 3 days of free trial

Invest in stock of OPN 1/ 2 / 3, 2-3 pairs in each center

Management support, share the experience internaly

Sell-in to audiologists

Start with Database (Epoq / Agil/ Alta / Acto/ Nera users)

Create successes for all audiologists

Next: Apply on mid / low / new clients

Better commissions (we all gain)

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Five Golden topics

1. Believe in yourself you can do it
2. Write down a plan
3. Empower your employees
4. Be active in marketing
5. Celebrate victories

Find your own way

Find your own “ Iceland ”