

## Webinar #12 - How to win new business in a lockdown - Real-life stories

20th January 2021

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### Question 1: Will this presentation be available for download?

Sure – the information enclosed is for the good of all – it is general business help and ideas that we have come across from our distributors – so we would be happy to share this all.

### Question 2: Can trial units be sent out to anyone, even they want one unit?

We can ship trial units anywhere and to anyone for you – please just bear in mind the risk of damage in transit every time a machine travels alone. Please also bear in mind that trial units are invoiced at normal trade price, and credited in full once returned in good saleable condition. Please talk to your account manager for more information

To assist in the trial process you need to be aware that Custom Branding is not available on trial units – but we are happy to produce customer branded electronic images for you.

### Question 3: Is today webinar purely based on Sterizen® or is this around the water dispensers as well?

Today's webinar is based around proven principles of gaining new business during a lockdown or crises situation like we are all currently living in – not product specific. These principles can be used by you to promote any product into any market – and our hope is that this success information we have gathered together helps you in your business too.

### Question 4: In terms of design, shouldn't this have something similar to a drip tray?

The bottom ring is the drip-tray. The sensor for the dispense is set so that you can wipe the bottom ring without causing more gel to be dispensed – it gives about a 10cm gap from the bottom of the dispense point to the ring.

### Question 5: Is there some brochures that we can get or download?

All downloads will be available in the Distributor Resource Pack that will be circulated afterwards.

### Question 6: Is the unit battery operated or mains powered?

These units come standard with battery operation – 4x C-cell batteries are included with the X4 and 8x C-cell batteries with the X5. A mains power adaptor is available as an accessory if required, and comes with UK / Europe / USA power adaptors.

### Question 7: Can you send me the prices?

Yes, a full trade price list is available on request – please speak to your account manager.

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**Question 8: As these units are priced at a premium vs other branded models on the market, please could you outline how you have handled any issues on this?**

These units should never be compared to something like a pump bottle that not only has to be handled, but also is slow on total use-time or dispense-time.

These units are fully automatic and touch-free – and we are promoting them through Marketing and Brand departments rather than just through facilities departments. Make use of the Brand option and the need for large companies to support and protect their own brands, which of course a dirty little pump bottle really does not cut it.

**Question 9: The opportunity seems to be past as everyone already has a solution in place – how can I promote these premium products to a market that is already full?**

This is a completely NEW opportunity. The market is now flooded with all of the cheap alternatives that were ordered in at the time of the initial crises – now is the time the Premium Companies are moving towards looking for a Premium solution.

**Question 10: What is the connection between Borg and Overström and Sterizen®?**

Both companies are wholly owned by Azure Marketing and both are operating brands of Azure Marketing – we operate as sister-companies, hence Borg & Overström staff promoting the Sterizen® product at the same cost as what you can buy from Sterizen® direct.

**Question 11: Do these units require any kind of maintenance/service, if so can the client carry this out themselves?**

No maintenance is required apart from Daily-Housekeeping. Keep it clean, keep it full and change the batteries when it stops. There really is nothing else to do with these.

**Question 12: Regarding the deals with big international players, would you have the right contact persons for the local markets (e.g. Astra Zeneca and others)?**

There really is no 'Right Contact' in any sales situation – as we stressed on the webinar, expand your network within the local branches of International Companies and create your own 'Right-Person or Network'. We use LinkedIn very effectively for this – but I believe other platform are also very effective.

We are able to ship internationally – so if you can get in with any International companies, you get the orders we will ship the goods.