

Welcome to the new ZOLL AED Newsletter

Festive Greetings from ZOLL

With a new year fast approaching, there has never been a better time to be a Business Partner with ZOLL. Both nationally here in the UK, and globally, ZOLL is a growing business, reaching \$500 Million in value this year.

Being solely focused on resuscitation, ZOLL continue to invest in, and develop new technologies for the Hospital, Emergency Services and the Public. Here at ZOLL we would like to wish you a happy and healthy new year and look forward to continuing our success with you in 2012.

It has been a record year here at ZOLL UK, especially in the Public Access market, so we would like to personally thank you for your ongoing support and commitment to selling ZOLL.

This edition will focus on sales and marketing techniques to help you propagate ZOLL's AEDs in what is a crowded market, and will help you develop sales strategies that will leave your customers with one question...

“How do I
order ZOLL”



Foreward by Adrian Waller, PAD
& Distributor Sales Manager

Having worked for ZOLL Medical for 12 years now, I have never before seen such enthusiasm towards a product that is at the forefront of delivering technology based resuscitation. It has been a huge year for the AED Plus, and much of this is down to you as distributors, so I extend my gratitude to you all.

I recently attended a Christmas Carol Service where the vicar was thanking the local community for raising money to buy a defibril-

lator for the local community hospital. He clearly had never heard of a defibrillator prior to writing his sermon and so he used Wikipedia to understand the true meaning. “Defibrillation is a common treatment for life-threatening cardiac arrhythmias, ventricular fibrillation and pulseless ventricular tachycardia. Defibrillation consists of delivering a therapeutic dose of electrical energy to the affected heart with a device called a defibrillator.”

What the vicar failed to mention was that patients who suffer cardiac arrest also need good quality CPR. The ZOLL

AED Plus and the ZOLL AED Pro® are the only AEDs worldwide that support the delivery of good quality CPR with our proven technology “Real CPR Help®”. The 2010 guidelines state that “Good quality CPR” correlates well with survival and is essential in every rescue.

The vicar went on to say that an AED or defibrillator delivers such a similar thing as the message of Christmas peace and stability to an otherwise chaotic life. I would to take this opportunity to wish all ZOLL customers a very merry Christmas and successful 2012.



AEDs in Schools

According to Sads UK, the Sudden Arrhythmic Death Syndrome Charity, an estimated 270 Sudden Cardiac Arrests occur in British schools each year. What is more shocking, is that only 80 out of 30,000 schools have access to an AED*.

The European Resuscitation Council has recently released a Education Bill briefing promoting Emergency Life Support (ELS) skills to be a mandatory part of the Curriculum in England. Both the British Heart Foundation and Sads UK actively teach ELS to schools already. Currently the British Heart Foundation is operating a successful Heartstart Schools Programme, and now 941 schools in England are actively teaching ELS.

So with increasing awareness amongst schools, and a calling by major bodies to embed ELS as a mandatory element of the curriculum, how long will it be before the Department for Education advise schools find room for AEDs in their budget. The hope is, sooner rather than later.

Have you considered a campaign to target Schools? We here at ZOLL can help you work up marketing materials. (See pg4)

ERC 2010 Guidelines

European Resuscitation Council Guidelines; what are the key changes, and how has this changed the AED Plus?

The three main changes to the guidelines in the relation to Basic Life Support and the use of AEDs can be summarised as follows:

1. Deeper chest compressions- The former 4-5cm advice has now been increased to 5-6cm.
2. An increased focus on uninterrupted chest compressions. 100-120 compressions per minute, with minimal interruptions.
3. CPR prompt or feedback devices improve CPR skill acquisition and retention and should be considered during CPR training for lay people and healthcare professionals.

*Source www.sadsuk.org.uk



SalesTip#1 It costs a school **2 pence** per student per week to buy an AED over a year.

SalesTip#2 5 Things you can't afford not to tell customers about the ZOLL AED Plus

- 1 ZOLL is the Nominated sole supplier to the British Heart Foundation for the ZOLL AED PLUS.
- 2 The AED Plus is the only device which has Real CPR Help and supports the delivery of high quality CPR
- 3 The AED Plus has the lowest cost of ownership over 5 years. The batteries and electrodes have a shelf life of 5 Years.
- 4 The AED Plus comes with CPR-D Pads, batteries and a first responder kit, and a carry case. I.e. It comes complete and ready for use.
- 5 Seven Year Warranty. The ZOLL AED Plus comes with a no quibble seven year warranty. (Just fill out the packaged warranty card)

These three changes are integrated into all ZOLL AED devices purchased after April 2011, and upgrades are available for any devices purchased prior to this.

Please note As ZOLL distributors you have an obligation to communicate this upgrade to your customer.

How do I upgrade the device?

- Firstly you will need to install an infra-red USB device and confirm it is operational.
- It is important you do this before downloading and installing the ZOLL AED Plus upgrade wizard. (www.zoll.com/AEDPlusUpgrade).
- Run the wizard when installed, and follow the step by step instructions (explained in more depth on the website address stated above).
- Register your upgrade with ZOLL (www.zoll.com/upgrade/)

Sales Tip #3 Marketing AEDs: The chain of Survival



Taking a checklist approach to marketing AEDs

The successful marketing of AEDs can be likened to the Chain of Survival in a rescue situation. Follow the right steps, in the right way, and you have a better chance of performing a successful rescue. Miss out one of these steps and you run the risk of losing track of where you are in the process, and perhaps, far worse, losing the patient.

ZOLL can help you market the AED Plus. Whether it is catalogue text, high resolution images or situational shots you need, we have an inhouse marketing team to help. We also have a design facility to help create marketing pieces for promotions and events, such as bannerstands, direct mailings and promotional flyers. This service is complementary, just one of the perks of being a ZOLL Business Partner.



To successfully market AED's a website is essential. Aside from going out to meet and demonstrate to customers, it is perhaps the most important element in the marketing mix. The website offers the customers the information they need about the product, and importantly about your company, making them feel confident and secure enough to purchase from you.



Eshots (email marketing), SMS and Direct Mailings are at the core of any successful marketing campaign. These are a great way to keep constant contact with your customers, raising awareness of promotions and ensuring your company name is at the front of customers minds, on the tips of their tongues, should they decide to purchase.



Without databasing, the above two elements would be much less effective. Tracking potential customers and moreover existing customers is key to selling AEDs. You also need to keep track of who you have sold to, should you need to make customers aware of a Resuscitation Guideline update.



Ensuring your Social Networking profile is up to date is becoming increasingly vital. This allows for customers and potential business partners to understand who you are as a business, through talking about what events you are attending, news stories and sharing best practice.



Customer Service is a key element in the AED marketing mix. This may involve a customary post-sale follow up call to check the AED has been installed properly. Customer relationship management is also essential i.e. identifying and targeting potential clients with the aim of generating leads for the sales team.



Attending events is a critical part of medical marketing. It is one of the only industries where customers use events as the principal way to find out about what is on the market. Sales leads from events have a typically high conversion rate to sales, and having so many businesses and customers in one place is an ideal setting for networking.

FACT#1: Collectively, heart and circulatory diseases cause more than one in three of all deaths in the UK*



Community First Responders lead the way forward

The Knutsford Community First Responder Trust has just installed 3 more AED Plus devices, to complement the other 11 AEDs dotted around Knutsford.

One unit, which is placed at the Knutsford Civic centre is thanks to Linda Marshall, who kindly donated proceeds raised by a fit4life event organised at the centre.

Additional units will be placed around Knutsford through generous donations made by Liz and Anthony Whitworth and the Knutsford League of Community friends.

A presentation ceremony was held at the Knutsford Wine Bar, as a way of saying thank you to everyone involved.

Chairman of the Knutsford Community First Responder Trust, Lisa Johnson, said; "We rely totally on individuals, businesses and organizations in the town, and it was nice to have the

opportunity to say thank you publicly."

"By March, we will have trained 1,000 people in CPR, so thanks to all the people here Knutsford is a good place to have a heart attack."



To find out more about Knutsford's Community First Responder Scheme visit knutsfordfirstresponders.org.uk.

Source: [Knutsford Guardian](#)

Selkirk Arms Staff put in the leg work

Assistant Manageress from the Selkirk Arms Hotel, Kirkcudbright, Joanna Scott

along with her brother Paul helped raise nearly £600 towards a defibrillator, after a sponsored run in the Kirkcudbright 11K run this year.

After Joanna's fantastic efforts, and a raffle held by the hotel, the hotel has now purchased a ZOLL AED Plus, and received intensive training on the device.

This is just one case in what is becoming a trend of pubs, hotels and golf clubs investing in an AED. This may be due to a increase in awareness in heart disease, an ageing and increasingly unhealthy population, or perhaps an emphasis towards corporate social responsibility.



Joanna Scott with the ZOLL AED Plus (Lay Responder)

Source: selkirkarms.blogspot.com

ZOLL Trains the Trainer

ZOLL have held two Train the Trainer days this year, comprehensive one-day training courses by professional ALS providers, that provide a certification that will allow people to train AED Courses with Medical Advisor Support.

The course supports AED training that adheres to the latest Resuscitation Council UK Guidelines, and take you through BLS, AED usage, real life scenarios as well as training on the ZOLL AED Trainer II device which is provided as part of the course.

To find out more about the Train the Trainer course, including dates and costs, please contact James Bell on 01928595170 or email jbelle@zoll.com

*source www.bhf.org.uk

Like what you see? To be involved in Edition 2, or for any more information call 01928595160 or email info@zollaed.co.uk