Goals
• Gain and maintain Share-of-Wallet (SOW)
• Establish a schedule for regularly discussing chemicals
• Generate sales of Fisher Bioreagents products

Relevance to the Customer
• Limited-time offer exclusive to the Fisher Scientific channel
• We want to be their chemical supplier

Targets
Competitors
• Amresco (low-cost alternative)
• Sigma Aldrich
• Roche

Departments
• Biology
• Cancer
• Genetics
• Life Sciences
• Microbiology
• Molecular Biology
• Physiology

What to Avoid
• Taking bioreagents/chemicals business away from LSG

Promotional Highlights
• Opportunity to sell to life sciences customers in academic fields, especially if they’re already buying electrophoresis products or GE Healthcare/MilliporeSigma transfer membranes
• Large volumes and unique packaging sizes can complement your existing life sciences business
• Model supplies are limited
• Prices are valid through March 31, 2019 in the United States and Canada
• Redemptions must be submitted by April 30, 2019 and are limited to one per customer
• Not available to current or potential healthcare customers

Sales Questions
• What chemicals are needed for their research or applications? (chromatography, general chemistry, biological research, etc.)
• What grade of chemicals do they currently use or require?
• Who is their current chemical provider?
• What size or volume is typically needed?
• Would they prefer to purchase all of their chemicals from one source?

Contact your industry director with questions, feedback, or to request samples.