

Percent of Total Surveyed

Advice to new manufacturers that would
improve their chances of selling
cardiac equipment

More samples, info, photos left for evaluation/replace or rent if equipment do	48.8
Educated sales approach/experience/ explain product/don't be pushy	31.7
If product new, improved, tested better, deal, prices, is competitive	34.1
Good service/supply of parts local	26.8
Improved relations between sales vendors, staff, credit purchaser	34.1
<u>Percent whose advice would be different if not U.S. firm:</u>	10.5%
<u>Ways it would be different:</u>	
Good inventory availability/standard	22.2%
Have several local distributors	55.6
Next day delivery/faster delivery	22.2