

Percent of Total Surveyed

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

Specialized items/one distributor	4.9%
Have several local distributors	2.4
Next day delivery/faster delivery	7.3
Delivery time from vendor/ delays/takes too long/ delivery charges	2.4
Not at this time/have enough/ours ok/meets our needs	2.4
Poor quality/durability/ lack of consistency/ poor wrapping	2.4
More samples, info, photos left for evaluation/replace or rent if equipment do	48.8
Educated sales approach/ expertise/explain product/ don't be pushy	31.7
If product is equal, then price, delivery, stock, service, reputation	2.4
If product is equal, then price, delivery, stock service, reputation	34.1
Good service/supply of parts local	26.8
Improved relations between sales vendors, staff, credit purchaser	34.1
Other	7.3
None/no/don't know	4.9