

# STEPS TO A CO-MIX SALE

## THE TARGET CLIENT

- PCR
- Enzyme preparations
- DNA isolation methods
- Forensics labs
- Mixing of viscous liquids
- Mixing of ELISA immunoassays
- Mixing of bacterial or cell cultures

\*Enquire for specific protocol info



## MAKE YOUR CASE

- Simultaneous, independently controlled mixing and vortexing for multiple applications
- Easily input your protocol steps, load your samples, press a button and walk away
- Promotes efficiency in the lab and limits human error



When you buy a Vitl product you are also buying our dedicated team that can quickly and easily answer questions as well as design bespoke equipment for any of your laboratory needs

## THE FOLLOW UP



- Be understanding of laboratory budgets, not everyone can buy all their equipment at once
- Make sure to continue to engage customers and utilize social media to keep them updated



## THE PITCH

### STEP 01

#### What sets us apart?

- Customize, name and store up to 100 unique, user-defined mixing profiles
- Visual countdown timer and audible alert for completion of mixing or vortexing
- Excellent stability and control at high speeds (>3000RPM)
- Innovative plate-holding mechanism to avoid sample spillage or contamination when loading and unloading microplates

### STEP 02

### STEP 03



## THE DEMO

Take advantage of product demos! Customers can see our quality and how the Co-Mix will improve lab performance once they try it out!

### STEP 04

### STEP 05

