

STEPS TO A THER-MIX SALE

THE TARGET CLIENT

- DNA Extractions
 - Nanoparticle research
 - ELISA assays
 - Lysis Reactions
 - PCR sample prep
 - Forensics Labs
- *See blog post for more details
*Enquire for specific protocol info

STEP
01



THE PITCH

What sets us apart?

- Temperature accuracy +/- .1°C
- Heating from the base and lid
- Can be programmed with many commonly used protocols
- Designed by highly qualified medical device engineers



MAKE YOUR CASE

- Saves time and money in the lab
- Eliminates variables
- Maintains stability at high mixing speeds and temperatures
- Very easy to use and program



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

STEP
02

STEP
03



THE DEMO

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



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

STEP
04

STEP
05

