

## Session Q&A

### **Creating Stronger Medtech Partnerships**

#### **Part 3: Sales Expectations & Execution**

**Q: Do you encourage distributors to collaborate between each other? For example to share lessons learned.**

**A:** Absolutely. Setting up an annual meeting between your distributors is a best practice to allow them to learn and share best practices and lessons learned.

The myCaribou team work with both manufacturers and distributors around the world. Collaboration with a high level of transparency with sharing of information is a common theme when exploring and describing successful partnerships.

**Q: In terms of promotion for novel technology, what are the most important aspects and where would you suggest to start from?**

**A:** When developing new technology and exploring your market development strategies, it's critical to have a clear understanding of your target market and call points. Then, when you are deciding on and choosing your partnerships for promotion, look for distributors that are already focused on your call point and product areas. myCaribou has tools to help you do this.

**Q: What are the watchouts when working with sub-distributors and how to ensure it works?**

**A:**

1. Additional level of margin
2. Communication gap

Sub distributors are a very real and critical component of channel strategies, especially in the geographically large countries like the USA. But they can come at a cost. Not everyone can make 50% GP. We advise manufacturers to gain clarity from their master distributor in regards to subs at the contract stage. You can't afford to find out after the fact that the channel that includes subs is pricing your product out of the market. Manufacturers also need visibility to the subs as they become your front line sales team with visibility to your customer. You can't afford to have the subs stumbling with your product because they are out of the communication, product knowledge and training loop.