

SALES RESOURCE

MULTI-LINK™ X2 PURCHASING PROGRAMS

DOLLAR CABLE PROGRAM

AirLife is offering a one-time promotional price for customers who convert to our Multi-Link™ disposable leadwire portfolio. For each ECG cable/adaptor the customer receives at \$1 they must purchase one cases of single patient use (SPU) leadwires. This value may be applied only once per department in each hospital. Terms include purchasing the cables/adapters on the same PO as the SPU leadwires. This program is not valid through distributor partners.

WHAT TO DO IF YOUR CUSTOMER WANTS TO UTILIZE THIS PROGRAM?

1. Sales Representative completes the X2 Dollar Cable Program excel workbook
2. Sales Representative sends both the quote and value disclosure letter to the customer
3. Sales Representative gets a PO from the customer that matches the quote that they provided – Included on the PO is the specific department that will be receiving the cables/adapters
4. Sales Representative forwards the email from Step 1 along with the PO from the customer to Sales Support (salesupport@myairlife.com) and Contract Ops (ContractOps@myairlife.com) with marketing in copy

