

# RAPID INFUSION TALK TRACK

  
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# WHAT MATTERS MOST?

## 3 Common Themes

There are three (3) common themes you uncovered that ALL hospitals and departments want from their rapid infuser, regardless of size or Trauma level:

1. Ease and speed of **Set-up**
2. Speed to **Heat-up** infusate to normothermia; reliability of consistent heating at ALL speeds
3. Ease of **Operation** that is not interrupted by equipment malfunction; single operator simplicity



# RAPID INFUSION

## Talk Track Framework

- (1) Set-up
- (2) Heat-up and
- (3) Operation

This a simple, easy to remember, and reliable talk track foundation for **EVERY** discussion with **ANY** rapid infuser customer to start your conversation.



# RAPID INFUSION

## Scenario: Level 1 User, Any Hospital, Any Department

*"Hi I'm [your name] with Belmont Medical. We're the makers of The Belmont Rapid Infuser. I understand you're using the Level 1 infuser for your fluid warming and infusing. In my conversations with pretty much every hospital in this area who's already switched from the Level 1 to the The Belmont, the same 3 themes come up over and over again. (1) It's really tricky to **SET UP** the Level 1 system and it usually takes 10-15 minutes to get it ready. (2) It takes time for the water bath to **HEAT UP** to the point the system is ready to be used; and once it starts running it struggles reaching and maintaining normothermia. And (3) It buzzes, alarms, beeps, and is constantly shutting down making it impossible for one person to **OPERATE**. If your experience resembles everyone else who's already switched to The Belmont, can I take a few minutes to show you how easy the Belmont is to set up, heat up, and operate?"*



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## Demo and Closing Statement

Provide a demo that emphasizes **SET UP, HEAT UP, and OPERATE.**

You already know the customer will be blown away once s/he sees how The Belmont exceeds the performance of Level 1 (and Ranger).

After you take questions and answer all of them in a convincing manner, shift the discussion to this Closing Statement:

*"I'm glad you were able to witness how easy The Belmont is to SET UP, HEAT UP, and OPERATE. If you don't have any additional questions, is there any reason why you wouldn't want to bring in The Belmont immediately?"*

