



Fisher Bioreagents Products: Sales Tip Sheet

Goals

- Gain and maintain Share-of-Wallet (SOW)
- Establish a schedule for regularly discussing chemicals
- Generate sales of Fisher Bioreagents products

Relevance to the Customer

- Limited-time offer exclusive to the Fisher Scientific channel
- We want to be their chemical supplier

Targets

Competitors

- Amresco (low-cost alternative)
- Sigma Aldrich
- Roche

Departments

- Biology
- Cancer
- Genetics
- Life Sciences
- Microbiology
- Molecular Biology
- Physiology

What to Avoid

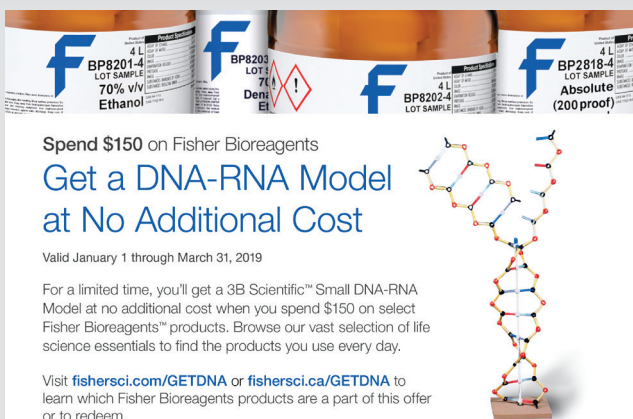
- Taking bioreagents/chemicals business away from LSG

Promotional Highlights

- Opportunity to sell to life sciences customers in academic fields, especially if they're already buying electrophoresis products or GE Healthcare/MilliporeSigma transfer membranes
- Large volumes and unique packaging sizes can complement your existing life sciences business
- Model supplies are limited
- Prices are valid through March 31, 2019 in the United States and Canada
- Redemptions must be submitted by April 30, 2019 and are limited to one per customer
- Not available to current or potential healthcare customers

Sales Questions

- What chemicals are needed for their research or applications? (chromatography, general chemistry, biological research, etc.)
- What grade of chemicals do they currently use or require?
- Who is their current chemical provider?
- What size or volume is typically needed?
- Would they prefer to purchase all of their chemicals from one source?



Spend \$150 on Fisher Bioreagents
Get a DNA-RNA Model at No Additional Cost

Valid January 1 through March 31, 2019

For a limited time, you'll get a 3B Scientific™ Small DNA-RNA Model at no additional cost when you spend \$150 on select Fisher Bioreagents™ products. Browse our vast selection of life science essentials to find the products you use every day.

Visit fishersci.com/GETDNA or fishersci.ca/GETDNA to learn which Fisher Bioreagents products are a part of this offer or to redeem.

Limited to one model per customer.

Offer valid in the U.S. and Canada only. Valid for orders placed between January 1, 2019 and March 31, 2019. Customer must purchase \$150 of the selected Fisher Bioreagents branded items to qualify to redeem one 3B Scientific Small DNA-RNA Model (Fisher Scientific catalog number S28477). Redemption required with Fisher Scientific proof of purchase. Limit of one redemption per customer. Promotional value must be redeemed within 30 days of dated invoice and on or before April 30, 2019. Valid only in connection with the products and quantities noted, and limited to availability within the local region. Multiple orders will not be accepted. An electronic proof of purchase may be retrieved from fishersci.com by clicking on "Order Status." Please allow four to six weeks for processing and delivery. Fisher Scientific reserves the right to cancel or modify this promotion at any time. Contact us at fishersci/marketing@thermofisher.com for more information regarding this promotion. This offer cannot be combined with other discounts or promotions. Offer void where prohibited, licensed, or restricted by federal, state, provincial, or local laws or regulations or agency/institutional policy. Other restrictions may apply.

This promotion is not available to our current or potential healthcare customers. Healthcare customers include any healthcare practitioner, other healthcare provider or any individual or organization authorized to prescribe, dispense, purchase or influence the acquisition or use of medical devices or supplies for clinical use. Healthcare customers include, without limitation, any "Health Care Practitioner" under the Massachusetts Marketing Code of Conduct Law (defined at 105 C.M.R. §927.004) or a "Health Care Provider" under the Vermont Prescribed Products Gift Ban and Disclosure Law (defined at Vt. Stat. Ann. tit. 18, §4831-4838). By participating in this promotion, you warrant that you are not a current or potential healthcare customer. Thermo Fisher Scientific reserves the right to determine your status in the event of a dispute.

fisher bioreagents

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In the United States:
For customer service, call 1-800-766-7000
To fax an order, use 1-800-926-1166
To order online: fishersci.com

In Canada:
For customer service, call 1-800-234-7437
To fax an order, use 1-800-463-2996
To order online: fishersci.ca

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Contact your industry director with questions, feedback, or to request samples.

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