

What it costs, and what comes back

Your marketing or sales person walks the path day to day. Two things need your decision, and four numbers tell you whether it is working. The rest you read when you want to.

WHAT YOU PAY, AND WHEN

- **Nothing to list.** The company page, every product page, the films, the photos, the updates and the answers are free.
- **A doctor's enquiry, unlocked:** 0.3 percent of the product's price, ₹ 60 to ₹ 8,000, printed on each product first, at the moment the name is revealed. Never on the sale.
- **A seat on a hospital requirement:** 0.5 percent of its value, ₹ 150 to ₹ 20,000, kept only if the hospital chooses you, and its quote fee, 0.1 percent, ₹ 150 to ₹ 3,000, kept once the hospital opens your quote.
- **Reach:** first on the shelf from ₹ 1,000, pinned to a specialty from ₹ 1,500, seven days each, priced by the audience. Optional.
- **A credit is ₹ 10,** bought in packs of ₹ 1,000, ₹ 5,000 or ₹ 25,000 plus GST, with the invoice; on a plan, which gives its whole fee back as credits, ₹ 9, ₹ 8 or ₹ 7.50. Twelve months, oldest first.

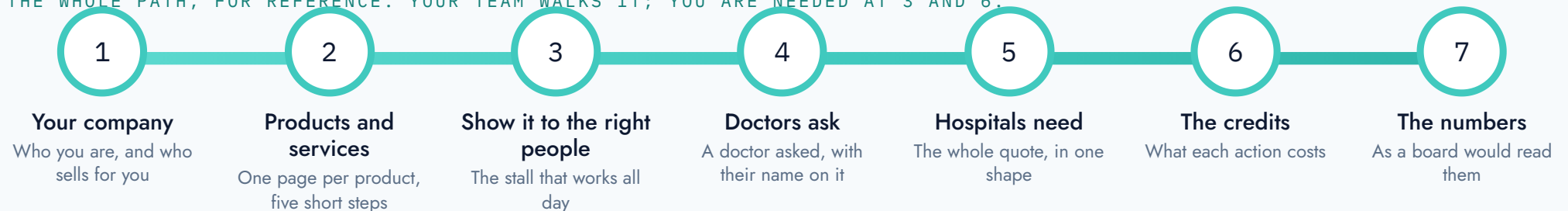
WHAT YOU DECIDE

Two things. Who sees each product: the specialties and the places, chosen once on the product page; until then nothing reaches anyone. And the packs: buy the first when the first enquiry or invitation is in front of you; below six credits an enquiry or a quote waits.

Everything else is your team's work: the pages, the films, the answers, the quotes. Distributors you name quote under your record; a distributor pays for its own seats.

The rule in one line. Doctors and hospitals never pay. You pay once for the introduction to a real buyer, never a share of the sale, and everything before that introduction is free.

THE WHOLE PATH, FOR REFERENCE. YOUR TEAM WALKS IT; YOU ARE NEEDED AT 3 AND 6.



Your record, and four numbers a week

FOUR NUMBERS, ONCE A WEEK

Menu: 7 · The numbers. How many doctors saw your products and watched the films; how many asked, and from where; how many hospitals invited you and how many chose you; what the credits opened. By week or month, product by product, with a PDF for the board.

THE REGISTER

Every product is checked against the register; if the register stops agreeing, the product says Needs your answer on Home and does not go in front of a doctor until it is set right. What doctors checked of yours is counted under Doctors ask, by city, never by name.

WHAT A HOSPITAL READS BEFORE IT INVITES YOU

Your record: the products with the register agreeing, the quotes you sent and held to, the hours until your engineer came when a machine broke, and the ninety day rating a hospital gave you. All of it is written by what your team does on the path, and every hospital on Canipus reads it.

YOUR DISTRIBUTORS

Menu: 1 · Your company · Your distributors. Name who sells your products, state by state; a hospital sees who sells near it and can ask them to quote on your record. Where a channel is missing, the states that asked are listed: a gap is a fact, and a reason to appoint someone.

THE WHOLE PATH, FOR REFERENCE. YOUR TEAM WALKS IT; THE RECORD GROWS AT 4, 5 AND 7.

