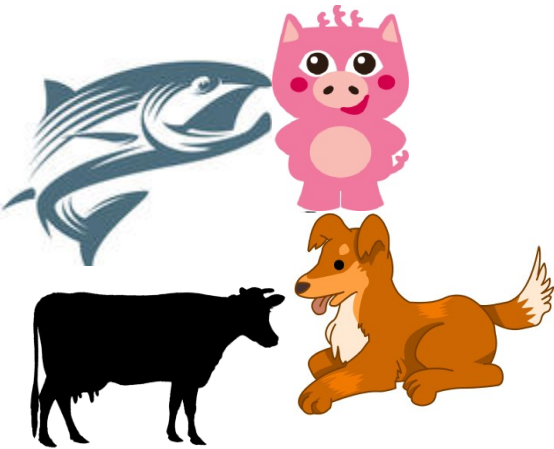o Introduction
  - How does QIAlink work?
  - What do many labs do? (They suffer!)
  - Features and Benefits to the customers

o What is in it for you?

o **The QIAlink Sales Process;**
  - Whom to target?
  - Who does what and when?
  - FAQ

o What to order and where is it launched?
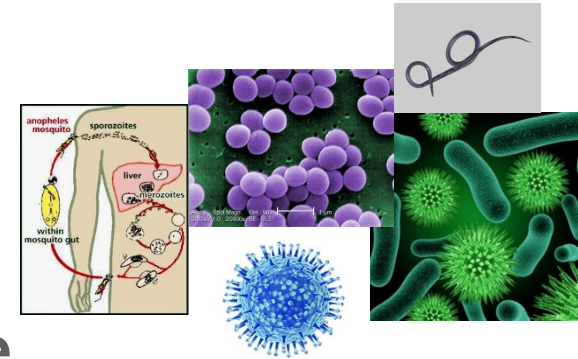
o Where to find information

Who could be interested?

Any lab with LIMS/LIS and a QS RGQ, or a future QS RGQ.

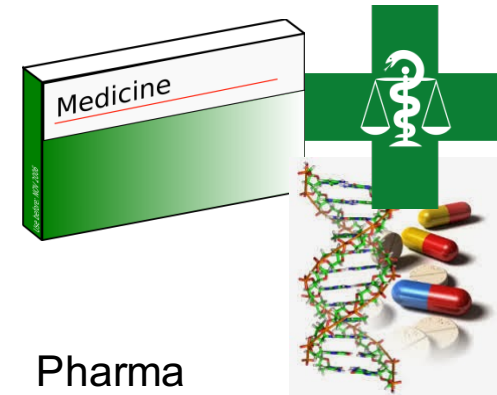**Add QIAlink to all QS RGQ quotes as a part of the package**

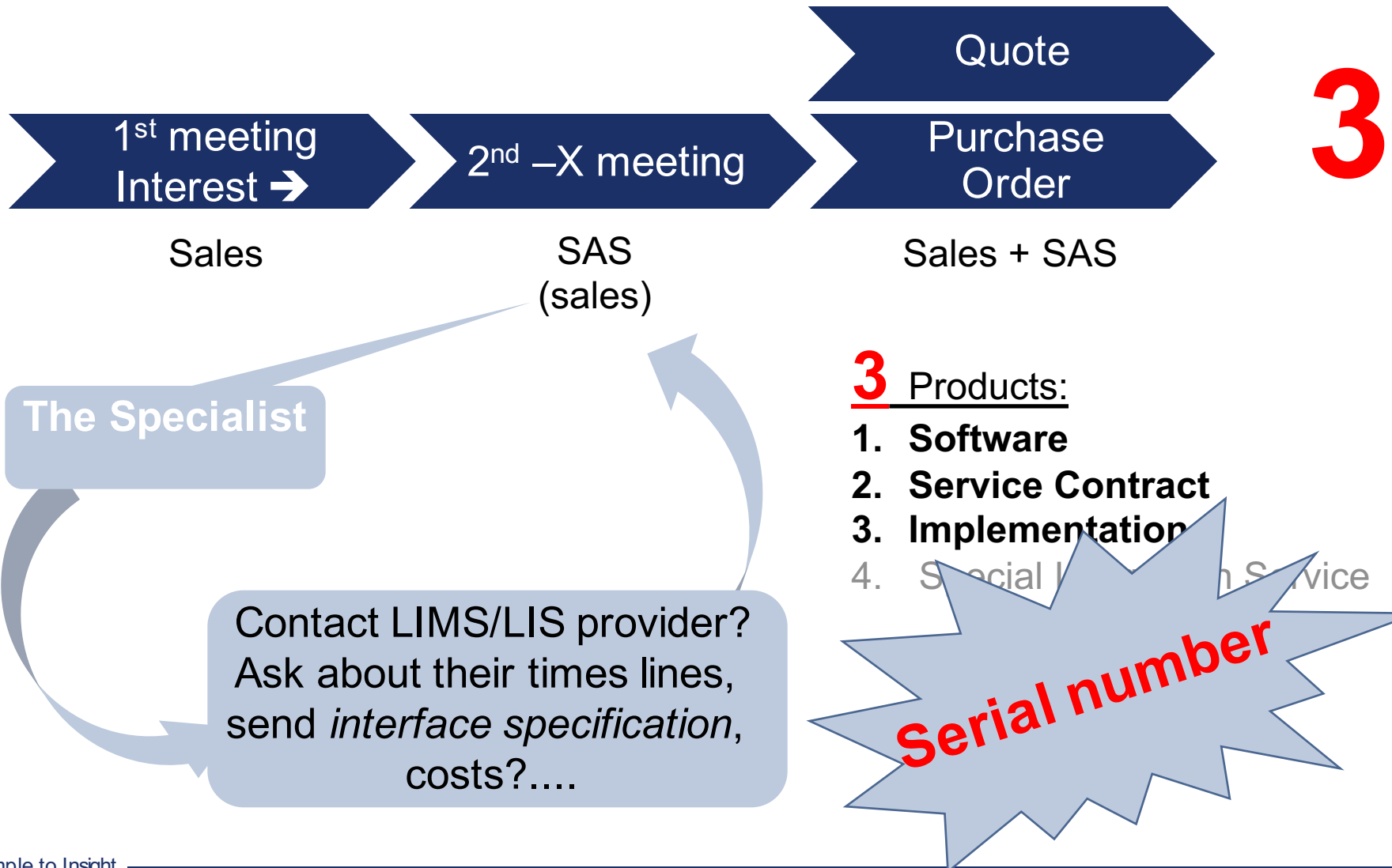Applied Testing/Vet

MDx

Forensic

Pharma

o Introduction
  - How does QIAlink work?
  - What do many labs do? (They suffer!)
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o What is in it for you?

o **The QIAlink Sales Process;**
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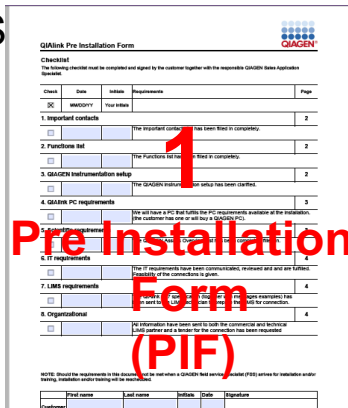

o Where to find information

SAS = Sales Application Specialist

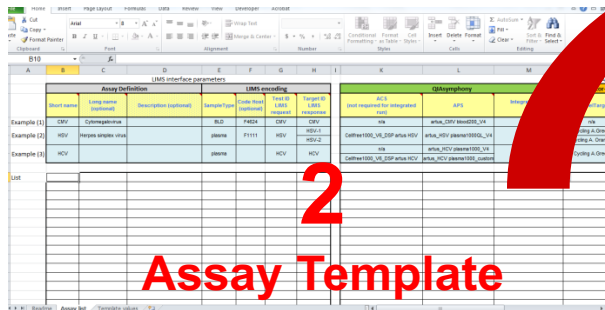| Quote |
|---|

3

1st meeting Interest ➔	2nd –X meeting	Purchase Order

Sales   SAS (sales)   Sales + SAS

The Specialist

3 Products:
1. **Software**
2. **Service Contract**
3. **Implementation**
4. Special Implementation Service

Contact LIMS/LIS provider? Ask about their times lines, send *interface specification*, costs?....

Serial number

SAS = Sales Application Specialist

1
Pre Installation Form (PIF)

2
Assay Template

Time?
(Know your Customer)

Alignment*

SAS

3 – 8 weeks

Install software in the lab

Installation testing

Customer training

- QIAlink Expert (Service)
- SAS
~3 days

Alignment with LIMS provider, lab IT, customer and QIAlink expert. LIMS provider do some programming.

2-3 webex? Emails and perhaps real meetings?