

HT Insights

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Laboratory Manager,
St. Louis Zoo, St. Louis
MO, USA

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MidAtlantic Diagnostics' Secret to Success

MidAtlantic Diagnostics has increased their HT business dramatically over the past two years. Leo McNamara, Director of Sales, credits the success to the following approach:

- Listen to your prospect,
- Be sure to Focus on the prospect's needs,
- Deliver a benefit to match the crucial need, and
- Get the prospect to say, "I have to have it," rather than, "I would like to have it."

Using this method, Leo describes a typical sales call:

If I have only 30 seconds with the prospect I discover how MidAtlantic can help their IVF lab. This usually gives me another 2-3 minutes of face-time with the prospect and if I am lucky either an order right then, or the opportunity to follow-up with additional information or another conversation. Every conversation includes a chance for prospects to volunteer how their andrology and/or sperm lab is doing. Sure, I am selling but I am careful to match the product I recommend/sell to their specific needs. If all this positioning works, then I can play the role of a consultant to them for all their needs.



Leo McNamara, pictured left, at
Distributor Training 2003

MidAtlantic sells a lot of CEROS analyzers. Leo believes the success with the CEROS is related to positioning. Leo explains, "I lead off with the IVOS to determine the available budget. Then, for the labs that cannot afford the IVOS, I position the CEROS as the better value." He has also found that many of the labs are comfortable with their own microscopes, so he uses that as another CEROS selling point.

Leo firmly believes that, "the best training we receive is from our customers. They will carefully and completely define what they need from us if we listen closely."

Aside from selling, Leo says that family is number one in his life and that his "last great passion is rock and roll. I can't go more than 2-3 days without heading to my makeshift studio and banging out three-chord anthems on one of my five Hagstrom guitars."

*The Distributor Profile is a new feature that focuses on Hamilton Thorne distributors.



Karen Bauman, B.S.

Laboratory Manager, Saint Louis Zoo

Saint Louis, Missouri, USA

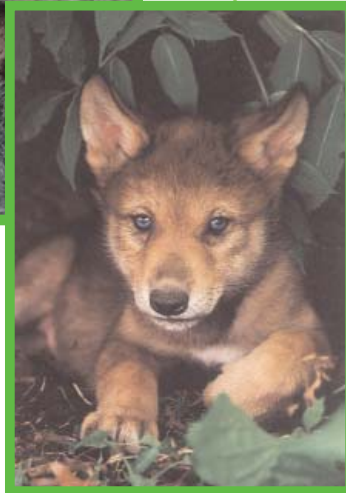
www.stlzoo.org

Saving Endangered Species with the IVOS



In their fight to help save the Mexican gray wolf and other species from extinction, Karen Bauman and her team of researchers find the IVOS invaluable. She says that, **“the IVOS has changed the shape of the Mexican gray wolf program.”**

Before the IVOS, the research team performed subjective assessments of sperm motility, viability, and post-thaw viability. The addition of the IVOS to the research team allowed them to achieve objective, repeatable results in their semen studies. The IVOS was also critical to the success of their most recent study, that assessed which semen extenders and freezing methods yielded the most viable sperm. She says that the results from this study “helped us to eliminate extenders that did not work well with the wolf’s semen and also caused us to



Pictured top left: Bauman with Banteng Cow produced using AI. Above: Wolf pup produced as result of Bauman’s current research.

change our freezing methods to maximize post-thaw viability. **Our post-thaw motility has increased by 20% due to research using the IVOS.**” This kind of success is critical to the preservation of endangered species.

Bauman considers the IVOS’s Playback feature particularly useful. “Playback allows us to get a visual image of our analysis. From the image we are able to determine if our parameters are set correctly and adjust them if needed before we continue with the experiment.”

Karen finds the IVOS easy to use, once species parameters are determined and set. For example, in one study with clearly set protocols, the lab allowed college freshmen and juniors to operate the IVOS for data collection. The students quickly learned how to use the IVOS and did not experience any difficulties with analysis.

While continuing to use the IVOS to evaluate gray wolf semen, Bauman plans to expand her IVOS studies to include: Piping guan (bird), domestic dog, Banteng (cattle) and addax (antelope).

Bauman appreciates that “Hamilton Thorne is interested in what we are doing. She says the interest show because, “HT takes the time to answer all of our technical questions about the IVOS and aids our work with a diverse species by helping us determine the best analysis settings for each creature.” Bauman goes on to say that, “technical support and customer service has been top-rate. Working with HT has been a great experience all around.”

See the Industry Spotlight article “Endangered Species” on page 5 for more information on HT applications for preservation of endangered species.

[Our thanks to Kate McLaughlin for recommending Karen Bauman for the Customer Profile. If you would like us to profile one of your customers, please email Paula Hodgkins at phodgkins@hamiltonthorne.com. Please include information on the type of system installed, the focus of the facility, and how we may contact them.]



Lock-Out The Laser Competition

The Saturn 3 laser, developed by Research Instruments, Ltd. (RI), is the main competition of the ZILOS-tk. While the ZILOS-tk dominates laser sales in the U.S., the Saturn 3 poses a greater threat in other locales, especially Europe. To win bids against the Saturn 3 (or Octax) in your territory, the ZILOS-tk “lock-out” specifications must be at the forefront of your campaign.

Lock-out Spec #1: FLEXIBILITY

The ZILOS-tk is the only laser module compatible with all inverted microscopes. The module may be switched from any make/model of microscope to any other make/model of microscope, without need for customization of the module housing. This keeps the options wide open for the end-user, and does not limit them in choice of future microscopes.

Lock-out Spec #2: PORTABILITY

Because of its small size and microscope compatibility, the ZILOS-tk can be effortlessly transported between labs, and used with whatever inverted microscope is present. With the addition of the laptop option, the entire system can easily fit into a laptop travel bag, and is light enough to hand carry.

Lock-out Spec #3: LOCKED LASER ALIGNMENT

Due to its unique design, the ZILOS-tk does not require laser alignment by the end user. All the components of the ZILOS-tk are combined into a single unit, thus the need to align the components to each other is removed. The ZILOS-tk laser alignment is rigorously tested and locked

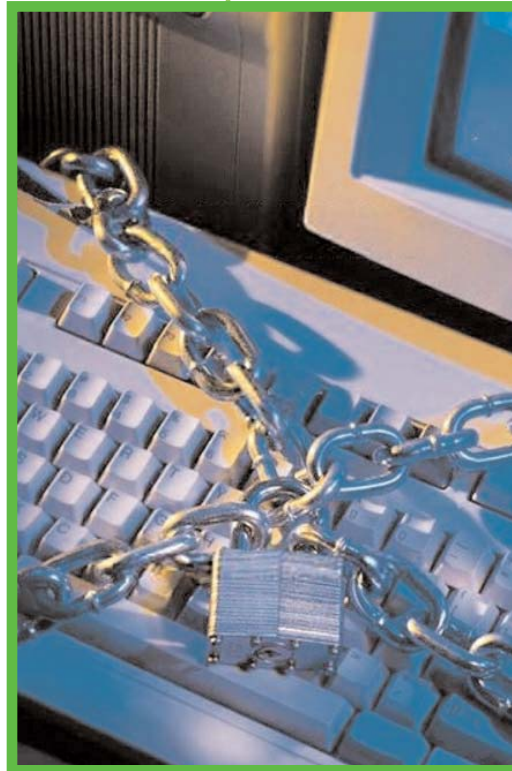
into place at the factory, so the end user can be confident that the alignment is always correct.

Lock-Out Spec #4: EASE OF USE

Everything about the ZILOS-tk is easy! Hardware installation requires nothing more than screwing the laser module onto the turret, attaching the camera to the microscope, and plugging in a few cables. The entire process only takes a minute or two. The software interface of the ZILOS-tk is so easy to use that the end-user will feel comfortable with its use almost immediately. Even the measuring tools are easy to use, especially in comparison to the Saturn 3’s confusing measuring tool controls.

Remember, on the other side of the coin, there are several features on the Saturn 3 that RI will also promote as “lock-out” specifications against the ZILOS-tk. This is why it is vital that you do your homework before meeting with the customer. For more information about how to present the ZILOS-tk against these points, please visit the “Sales Tools” section of the distributor section.

And, most importantly, please contact us if you need direct assistance in creating a winning “lock-out” bid proposal!



At the recent ASRM annual meeting in San Antonio, the ZILOS and ZILOS-tk were featured in SIX presentations. Only one accepted abstract used a competitive system (Octax). To read and print the abstracts, please visit the Documentation section of the Hamilton Thorne web site at: <http://www.hamiltonthorne.com/research/documentation/articles.htm>



Trade Shows

International Embryo Transfer Society:
January 10-13, 2004. Portland, OR, USA.
www.iets.org

HT Office News

Please note that the office of Hamilton Thorne in Beverly, Massachusetts, will be closed December 24, 2003 through January 4, 2004 in observance of the holiday season.

*Hamilton Thorne
Biosciences wishes all
of our distributors and
their families a safe and
happy holiday season!*



Wind for Your Sales

Information to Help Your Sales Efforts

Retaining Clients

Everyone knows it is easier to keep the clients you have than to find new ones. And, it is cheaper too. But, in today's increasingly competitive market, how do you this?

Meet your customers' expectations. The best way to meet your customer's expectations is to find out what they are. How do they define good service? How much training and follow-up do they expect? How often do they want to meet with you? The answers to these questions will tell you exactly how to meet or exceed your customer's expectations. Or, if you find that your customer's expectations are impractical, you can gently readjust their expectations.

Stay in touch. If your current customers do not hear from you at least every four months, they will forget about you ("out of sight, out of mind"). Contacting your customers

regularly keeps you in the forefront of their mind, making it more difficult for the competition to gain a foothold.

Remain consistent. Maintain the same level of service you provided when you first landed the customer. Long-standing customers still want the same amount of time and attention they received when they first did business with you.

Please your customer. Learn enough about each customer's particular business or research area so you can offer valuable insights, or innovative ways to use the product. If you can do this, your customer's will see you as a resource, not just as a salesperson. This shift in your relationship increases your value to the customer, making them less likely to seek out other salespeople.

Like all relationships, customer relationships require attention. If you work on them, they will thrive.

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Endangered Species

As the number of animals facing extinction continues to rise, conservationists are taking a closer look at assisted reproduction techniques, including cryopreservation, IVF, embryo transfer, and cloning. Our sperm analyzers and laser systems offer researchers reliable, high-tech tools to help with these preservation efforts.

Sperm cryopreservation is a key element of conservation strategy because it adds another animal to the “frozen zoo,” increases the available gene pool, and promotes genetic diversity. Using CASA, researchers determine baseline semen parameters for particular species and use those values to assess the viability of post-thaw sperm (see side bar below). This research establishes successful methods of freezing sperm while endangered creatures still exist in large enough numbers to maintain genetic diversity, which is critical to species survival.

In addition to ensuring success with cryopreservation, sperm analyzers improve the success rate of existing IVF

CASA Helps the Endangered Indian Leopard

Researchers used CASA to compare the pre- and post-thaw sperm quality of the endangered Indian Leopard. The CASA system provided accurate, reproducible data on the spermatology of the Indian Leopard, and suggested baseline parameters for other endangered felines. To read the full study, see “The Semen Characteristics of the Captive Indian Leopard, *Panthera Pardus*,” in the *Journal of Andrology*, 2001 Jan-Feb;22(1):25-33.



Cross-Species Embryo Transfer and Cloning

A combination of cross-species embryo transfer and cloning successfully produced two Asian banteng calves in April 2003. By injecting DNA retrieved from frozen banteng skin cells into empty eggs of domestic cows, researchers created viable embryos that were implanted into a domestic cow. To read the full story, visit

http://www.floydreport.com/view_article.php?lid=106



programs. Objective motility and morphology assessments help researchers choose the best sperm for artificial insemination, increasing the chance of conception.

Embryo transfer and cloning, two applications of our laser systems, offer enormous potential for species preservation. Because the number of female animals available to carry a pregnancy to term is limited, researchers increasingly turn to cross-species embryo transfer as an alternative. This procedure involves first creating an embryo from the endangered animal species, and then implanting it in the uterus of a closely related animal for gestation. Scientists are also combining cross-species embryo transfer with cloning techniques, which is especially helpful in situations where sperm or ova are not available (see side bar above).

Conservation research typically occurs at zoos, conservation parks, universities and government conservation agencies, as well as smaller organizations. As one researcher put it, “Without multi-institutional cooperation, captive populations cannot play much of a role in conservation of wild populations.”