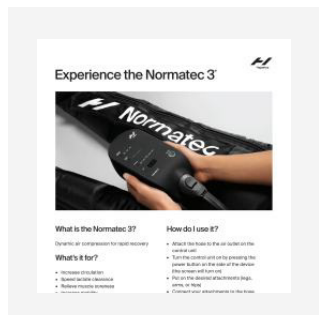


# Clinical retail success checklist

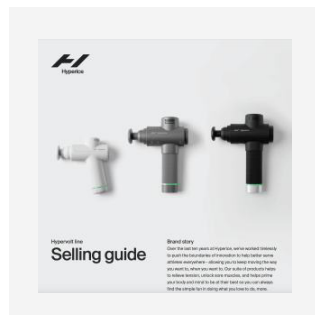
Checking off the below best practices will help increase your retail sales, some may seem obvious but take the time to ensure they're all complete. It's important to be consistent when it comes to retail, consider reviewing this list once a month to check in on progress, offer appropriate feedback to staff and keep things moving.

- Print out and display the retail flyers and be sure they are up to date.
- Print out and display the Hyperice Front Desk Resource flyer for staff.
- Print out and share Retail Cheat Sheets specific to products you retail with staff.
- Put products in patient's hands, show them how to use them. Give them the confidence to use these great tools.
- Make demo units available before/after their visit – the Venom 2 Back and Hypervolt are a great upgrade to any waiting room.
- Let patients know they're for sale – talk about current sales and share why you love using them.
- Play Hyperice CTV videos in-clinic.
- Remind patients they can use their FSA/HSA benefits.
- Have “the talk” with staff who are hesitant to have anything to do with retail (additional tips on Page 2).

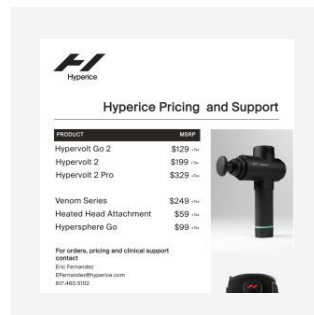
## Retail resources



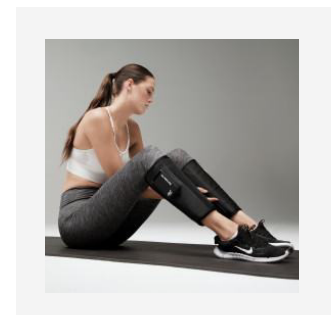
Retail flyers



Retail cheat sheets



Front desk resource flyer



Hyperice CTV formatted videos

# Additional tips for success

## Venom 2 Back sales

If this isn't your top-selling product, you've got room to improve. Here are a few things to remember:

- Use this during therapeutic exercise, when working on spinal mobility or anytime back pain is a limitation
- Remember the Venom 2 Back can be slid around to treat the hip or abdominal areas
- It's great for pain relief, including menstrual cramping
- Let patients wear this in the waiting room or during Normatec sessions
- Make sure staff loves this product, they should be fighting with patients to use it

## Venom specific resources:

[Venom Go clinical commentary](#)

[Venom 2 clinical commentary](#)

[Venom retail flyer](#)

## Having “the talk” with staff

We know that no-one in your clinic went to school or gets up every day to sell products. However, as healthcare professionals they should be comfortable recommending products they believe in and use daily. Too often we hear things like, “my patients can't afford it” or “it's too much money” or “they'll just get a lower cost one off Amazon” or “it's not my job to sell products.”

- It's not your job to sell a product, just like it's not your job to decide what a patient can and can't afford.
- It is your job to help your patients get better and expose them to ways they can live a healthier and fuller life.
- Your advice is much better than “Professor Google” – do your patients a favor by proactively educating them on products you believe in.
- Therapy and at-home exercises and appropriate modalities can help improve outcomes, reduce reliance on RX drugs and enhance quality of life.
- When it comes to “sales” your job is to educate patients on what the tools are, how they can be used and potential benefits.
- Give them the information and allow them to make an informed decision.
- Share your personal experience, why you like them, how you use them and why you trust them.
- No one is getting rich selling these products, but we believe these are valuable tools for our patients and given increased operational costs and decreasing reimbursements any profits from these sales directly supports your ability to practice here.