



'Tis the season to go fishing!

Catch those residents while schools
are swimming **full** of them

Dear Team,

It's that time of the year when all the new surgical residents and fellows begin their new programs. They will need coffee, scrubs, textbooks, surgical instruments and...?? **LOUPES!!**

Loupes are an essential part of surgical training and introduction to magnification —
introduction to ZEISS optics.

Resources

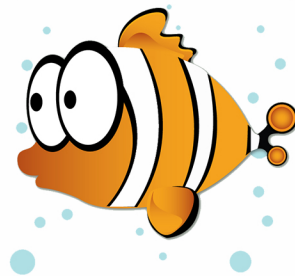
Pricing:

\$450 Resident/Fellow discount off list price

This is the largest discount we provide to any of our customers!

Resident Sales Flyer (see below)

Customizable! You have the option to email or distribute hard copies to your target audience.



Target:

Go bait resident and fellowship programs!

Orthopedics, General Surgery, Urology, Neurosurgery, ENT, Dermatology, P&R, OBGYN,
Ophthalmology, Podiatry...**reel them all in!**

Key Benefits vs. Competitors

- ☛ Superior Optics
- ☛ Enhanced angle of declination vs. Through The Lens (TTL) competitors
- ☛ Flip-up design (permanent solution) vs. TTL (temporary solution, customers must buy new loupes when prescription changes)

Hit the oceans, hit the lakes...

Follow up with all your surgical resident programs and make sure students know why they absolutely need the quality of ZEISS EyeMag Loupes (and how they can save a chunk of change by taking advantage of the resident/fellow discount). Let me know if you have any large bulk sale opportunities and/or ways I can assist your loupes selling efforts.

Remember: This is one of your best opportunities to convert those residents into lifelong ZEISS advocates and build a pipeline for future microscope customers. This is a great way to make some dollars... The commissions add up and – **YOU MAKE MONEY NOW!**

Good selling,
Emmanuel

