



KINAMED®
INCORPORATED

SuperCable Sales “Pro-Tips”

A Surgeon Can’t Perform Surgery Without Instruments!

Everyone knows that surgeons can’t perform surgery without surgical instruments and that a carpenter can’t build a house without a hammer. So how can a Kinamed distributor sales representative achieve their SuperCable sales potential if they don’t have the tools required to communicate **SuperCable’s** unique features and benefits to prospective new customers?

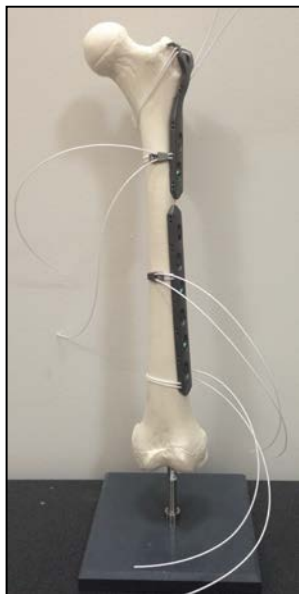
Product brochures are a good attention getter, and “leave behind”, once you have demonstrated a *SuperCable* product, but a piece of paper is not nearly as effective as putting an actual *SuperCable* implant in a surgeons hand. After several years of demonstrating *SuperCable* products to prospective new (surgeon) customers; in their offices, in the surgeon lounge, and at trade shows, it’s become obvious to everyone at Kinamed that certain sales demonstration samples are best for certain situations.

Below we’ve described different “Selling Scenarios” and our recommendations for what sales tool you should use for each.

SuperCable “Selling Scenarios”

1. The Basics:

In a typical demonstration situation, the sample cable (35-100-XXXX) is applied to the proximal femur model (35-900-2010) to demonstrate proper use and orientation of the cable passers and tensioning instrument. The demo wedge removal tool (35-900-1010) allows you to unlock the clasp after the cable is applied and locked so that the cable can be reused. Note this tool is for sales demonstrations only, and is not intended for surgical use.



2. Attracting surgeon attention at a tradeshow or congress exhibition.

Without a doubt, the most effective sales tool distributors can use to attract surgeons to your booth (and to SuperCable) is our “Vertical Femur Model”. Surgeons can’t seem to resist wanting to touch the somewhat familiar, but different color cables. Once they touch SuperCable they realize it’s an entirely new product than the one they are used to using. This “first touch” is a great way to introduce surgeons to the SuperCable System and the product’s unique features and benefits.

3. Demonstrating how to use the SuperCable Tensioning Device

The “Horizontal Femur Model” is the best sales tool to demonstrate how to use the SuperCable tensioner instrument because it positions the femur in a familiar anatomic position. Also, because it is firmly mounted in a horizontal plane, it enables you to position the cables and then tension one or more SuperCables.

4. Demonstrating how SuperCables can be re-tensioned after multiple cables have been applied

The horizontal femur model is the best demo tool to demonstrate how cables can be re-tensioned after applying multiple cables. Note at least 2 but preferably 3 cables are required for this demo.

5. Introducing SuperCable to a surgeon in their office or lounge

The SuperCable Grip & Plate Sample kit is designed to carry with you into surgeon’s offices. The kit consists of 4 part numbers: 1) a 2 or 4-hole grip mounted on a femur model (35-900-3000), 2) An 8 or 6-hole plate with one of each compression and locking screws (35-900-3010) and 3) A carrying case to hold these items (35-900-3020). It also features space to hold your demo tensioner. 4) Newly added, but not shown in the photo, is our SuperCable Femur Model Stand (35-900-3030), which allows you to vertically display the femur model. It also fits in the carry case.

6. How to pre-thread a SuperCable Grip or Plate

The Grip & Plate sample kit provides you with the tools you need to demonstrate the threading technique described on page 6 of our Grip & Plate Surgical Technique (B00161 – click [here](#) to download a pdf).

7. Demonstrating SuperCable’s flexibility and “No Sharps/Sticks”

Probing your own or your prospect’s hand with the tip of a sample cable (part 35-100-XXXX) is the best way to demonstrate one of SuperCable’s greatest features, and will prove to them that they won’t cut their gloves using SuperCable.

8. Demonstrating SuperCable’s Iso-elastic Properties

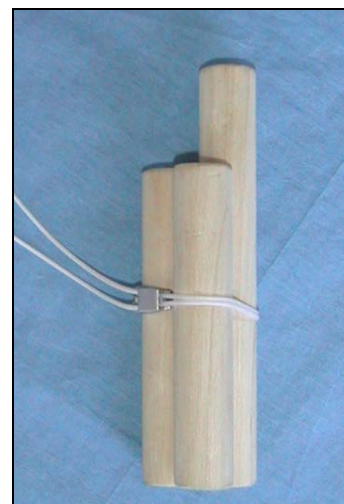
Using the cable wrapped wooden dowels enables you to demonstrate the tight yet iso-elastic properties of SuperCable cables. A metal braided cable would begin to burrow in and cut the wooden dowel whereas SuperCable flexes by virtue of the products iso-elastic properties. The point worth making is that once a metal braided cable begins to see loads it acts like a saw and begins to cut into bone resulted in a loose cable. SuperCable continues to “tighten” and flex by virtue of the products elasticity keeping the cable tension tight even when the cable sees loads.



Horizontal Femur Model



Grip & Plate Sample Kit



Dowel Bundle 35-900-1000

9. Demonstrating how to use SuperCable Cable Passers

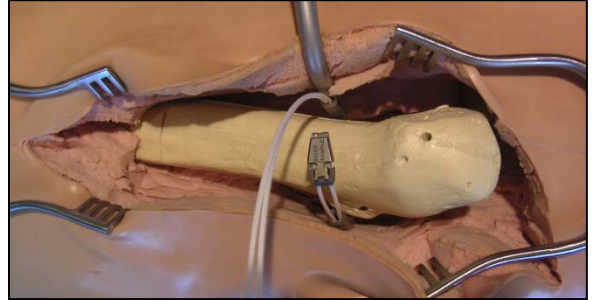
Our “Soft-Tissue Hip Model” provides a realistic, hands-on learning experience for passing cables around a femur.

10. How to tension a cable that is passed through a grip or plate”

The “Soft-Tissue Hip Model” provides a perfect example of why it is important to pre-plan clasp placement as described on page 10 of our Grip & Plate Surgical Technique (B00161 – click [here](#) to download a pdf). This is important, as many surgeons are used to placing the locking mechanism of cables laterally, which is not feasible with the way the SuperCable tensioning device works. The soft-tissue hip model also provides a realistic experience for the surgeons in application of a grip to an extended trochanteric osteotomy (ETO) or a cable-plate in the proximal femur.

For more detailed information and instructions on using some of these items, click [here](#).

Contact Patrick Miller pmiller@kinamed.com for demo item ordering information.



Soft-Tissue Hip Model