

Hello: Biotop Oy 23rd March 2016

To be a successful salesman you need to keep some important key-points in mind. We met with our Finnish Distributor Biotop Oy to hear about their secret to success seeing that their relative sale of Medicago's products is high. This is a good practice example of how to have high sales numbers on Medicago's products. Key focus areas identified by Biotop are: creativity and charm, identify the potential of a market and approach it, manage resources well, build trust with customers, go the extra-mile e.g. with fun little knick-knacks, provide new customers with references, consider a small intermediate storage, understand the current market.

On Monday (21st of March 2016) we had the delightful opportunity to meet the team of *Biotop Oy*, Medicago's distributor for the Finnish market. In a one-day meeting we had fruitful discussions about Medicago's products, sales strategies, and the way forward.

Admitted, the team of Biotop is small, with a number of 2,5 full-time employees the meeting room was not overly crowded, but the number of relative sales is big. Biotop is showing remarkable sales results, especially considering that they are catering for a small country as Finland, and we were interested to learn about their recipe for doing such an incredible job at promoting our products.



Risto Ranta, owner of Biotop, laughed at our question what his secret to success was and responded that with *creativity and charm* you can reach anything. He further adds that he never has nor ever will be afraid of competition and a good challenge. However, discussions went of course on a more serious note. In his opinion, the market especially for SmartBuffers and SmartReagents is big and by



now vastly unexplored. He estimates that the market for Medicago's products has only been accessed to around 1% of the total available market by far. He sees a lot of *potential which needs to be identified and approached*. Medicago's SmartBuffer tablets have in his words a lot of good arguments: they are easy to use, have long expiry dates, they come in different sizes which gives customers the chance to make the quantity they need. In general, Medicago's products stand for high quality and receive close to no customer complaints. He further elaborates: When you have a

company, you have to *manage your resources well*, prioritise and focus on your pre-identified key areas. Do not spread out and divide your resources too much, this will only thin them out and make proper follow-up harder. The most important ingredient to success is *to build trust with your customers*, provide them with a good feedback loop, foster the relationships, and keep them interested.

This approach is also visible when you enter the Biotop store in Biocity, Turku, a light and airy room in which 2 welcoming shop assistants greet you. Biocity is a campus in Turku with an accumulation of different labs. The shop is a user-friendly pioneer concept in Finland – as it is located near the entrance of the campus it is easily accessible and can provide the residential labs with products should they spontaneously or deliberately need anything. You can find shelves, fridges and freezers full of products to give the customers the opportunity to directly grab the desired items and save on freight. There are also *engaging fun knick-knacks* around the store, such as candies, give-aways and lottery events. Risto Ranta remembers that



the trickiest part of selling our products was to get the very first customer. From then onwards it got easier – you can always *provide new customers with references*, the word spreads and customers become more daring to try something new if someone has tried it before already. Biotop also has a *small intermediate storage* on site. This serves twofold: 1. Customers have products directly available without shipping time. 2. Whenever a new order is placed from Biotop with Medicago, the Biotop team adds items for storage. Hence, shipping gets easier and cheaper considering bulk sizes.



In our meeting we also agreed that it is vital to *understand the current market* – what is it that the customer wants? One identifiable area at the moment is ecological awareness. In many countries, environmental engagement is currently very trendy and it is a very important topic to be active in. Medicago's SmartBuffers have a number of environmental advantages over labs making their own buffers. According marketing materials are currently in process. If you are interested in participating, feel free to contact us.

Biotop successfully demonstrates that Medicago's products have a big market and are well liked by the customers. If you feel that you also want to increase your relative sales numbers, why not try some aspects of Risto Ranta's recipe for sales-success.



If you as a distributor have good-practice tips from your own business and would like to be featured to share them with your colleagues, please drop us an email to karola.kiessling@medicago.se.