

Sales Rep Policies and Resources

As a BDO Sales Rep, you are an Independent (1099) Sales Rep. We do not tell you how to run your business, and we do not ask for reports. You decide what you do, how you do it, and how much time you spend doing it. All we require is results!

Sales Territory

Our idea of exclusive territory is easy. You own the accounts you open. They are yours as long as you remain a BDO sales rep. We do ask you for the zip code(s) that comprise your regular territory, and we will respect your territory in that we generally will not hire another rep inside it. However, we will not stop another rep from opening an account anywhere he or she has a relationship. Which means, by the way, you also may open an account anywhere you have a relationship.

Sales Commission

We offer a sliding-scale discount/commission schedule (see chart below) that keeps you in control. No need to wait for pricing approval. You may assign discount levels from 0% to 30%. These will correspond to commission levels from 30%

Discount	Commission
0%	30%
5%	29%
10%	28%
15%	26%
20%	24%
25%	22%
30%	20%

to 20%, respectively. For volume customers, you may discount even more, but please talk to us first.

Sales Commissions are paid by the 15th of the month after full payment of each invoice.

Sales Support

Marketing Collateral

We realize Sales Reps have different styles, and we have created various resources to accommodate yours. If you like paper brochures, we have printed materials we're glad to send to you. If your style is more digital, our collateral can be sent via text, email, or even shared on social media. Most digital Sales Rep Tools are on a password-protected webpage: www.bluedortho.com > Sales Reps > Sales Rep Tools. The password is BDOREP.

In addition to brochures, flyers, etc., we now have a Panther fitting and a short waiting room video in Sales Rep Tools. More videos will appear there as they become available.

- Supplemental Panther Brace Fitting Video – for models SL, APL, Pro, TL, TLSO.
- Sales Rep Introduction to BDO
- Panther Brace In-service Information
- Panther Brace IFUs

Samples

Our National Sales Manager will work with you to ensure you are set up for success from the beginning, including the selection of your first two Panther brace samples.

To further support our Sales Reps, you may offer free samples to serious potential accounts. Just call or email us with the customer's account information, and we'll ship them their Panther brace sample. If you prefer, we can ship it to you so you can deliver it to the customer.

Shipping

- Our "3-for-Free" shipping means free ground shipping on orders of 3 or more braces.
- Faster shipping is available. If the order qualifies for "3-for-Free," the customer is only billed for the difference.
- Free shipping does not apply to distributors or other volume accounts with a discount >30%.

Customization

Custom Branding

If your customer wants the Panther to display their logo, we can help. We affix an embroidered patch over the Panther logo on the back. The cost is minimal. It's good for your customer and for you. Custom Branding builds loyalty. www.bluedortho.com > Products > Custom Branding Program

Custom Braces

Sometimes your customer needs a special adaptation for a special patient. We can help. Our orthotist may be able to design a unique solution to satisfy the patient's need. In fact, we might already have it, if we've ever had a similar request before.

We Got Your Back

Suppose a patient needs a back brace but has no insurance. Our solution: "We Got Your Back." The physician writes the Rx and refers the patient to WGYB, which supplies the brace, charges the patient a nominal fee (usually less than their deductible would have been), and ships the patient their brace with instructions and even a help-line number. This program—and more details—is coming soon.

Customer Service

We strive to provide the best service possible to our customers. You can be confident that your clients are handled with the same care and respect that you provide them.

- We accept orders by phone 407-613-2001, fax (407-613-2010), or email sales@bluedortho.com.
- Orders received by 6 PM EST will be processed the same day.
- A real person answers the phone 9-6 EST M-F. We have no automated phone system.