



Sales Questions to Ask



Digital Radiology

- How are you taking your x-ray's?
- How many studies per day/month do you take?
- How old is your current DR (or CR)?
- Dental?

Ultrasound

- Are you performing any in-house ultrasound? Why not?
- Is it your equipment? Which make (GE, Phillips, Mylab, etc.)
- How old is the ultrasound?
- Would you be interested in adding US CE in with the potential purchase?
- Don't forget to mention the academy!



- Who are you using for outside lab services?
- How much are you spending in a month?
- What inside lab equipment do you use?
- Do you do more inside or out?



- Which practice management software program are you using?
- What isn't it doing well or what would you like it to do?
- Tell me about the integration between it and your labs, x-ray, etc.?
- Are you currently able to connect to your data from home?



- Does this clinic have a DR/CR or ultrasound unit?
- If they have a DR/CR, is it from Sound?
- Does this clinic typically send radiographs and/or ultrasounds to a specialist (radiologist, internist, or cardiologist) for interpretation? If so, how often? All cases, or only a few?
- Where do you send cases? AIS? IDEXX? PetRays? A local imaging group?
- Do you use PennHIP radiographs for evaluating canine hip dysplasia?