



FIRSTBEAT

LIFESTYLE ASSESSMENT SALES AND MARKETING

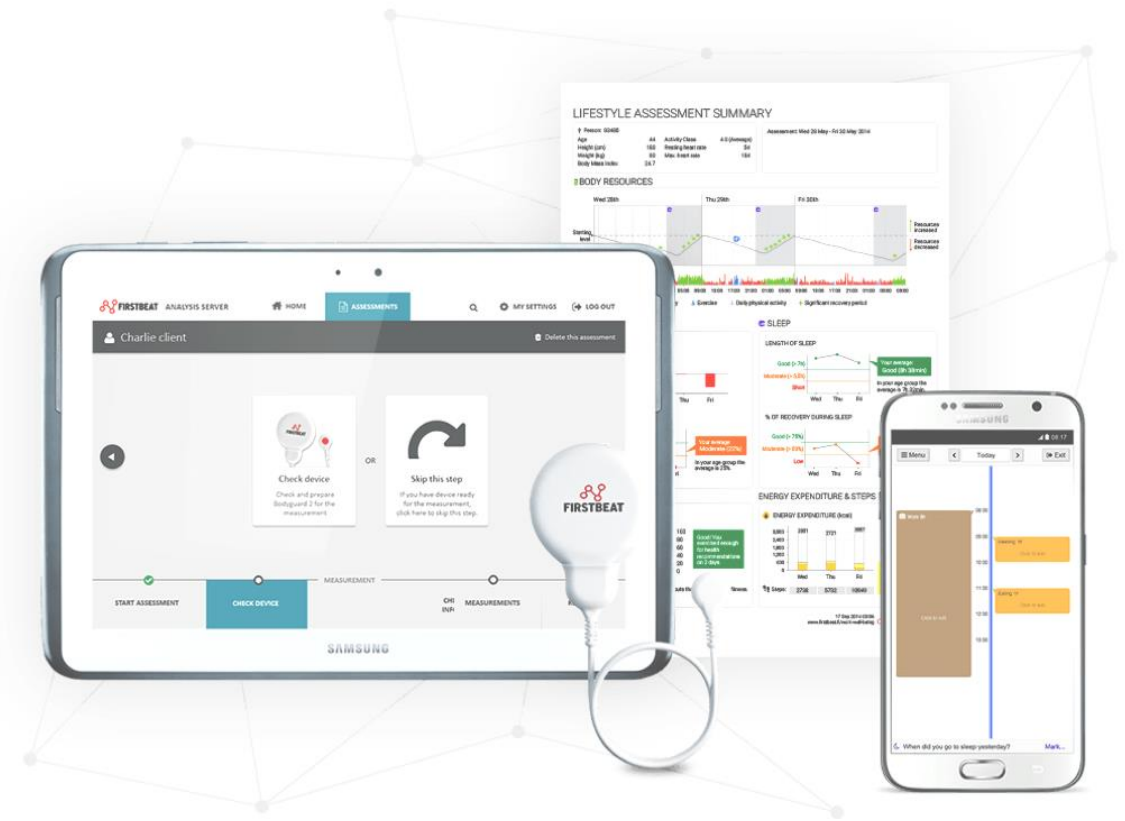
Maija Korkalainen



VIDEO CONTENT

What to take into account in selling and marketing the Firstbeat Lifestyle Assessment

- Sales and productization
 - How to talk about the Firstbeat Lifestyle Assessment
 - Individual clients
 - Corporate clients
 - Productization
 - Getting started with sales and marketing
- Marketing the Firstbeat Lifestyle Assessment
 - How to be successful
 - Available materials





SELLING TO INDIVIDUAL CUSTOMERS



HOW TO TALK ABOUT THE FIRSTBEAT LIFESTYLE ASSESSMENT

Objective data helps recognize the lifestyle factors that influence well-being during work, leisure and sleep

- Unique 24h HRV measurement that helps see the balance between activity and rest
- Makes stress and recovery visible in a powerful and exciting way!
- Easy to attend. No installations required. Automatic measurement.
- Proven to motivate for behavioral change

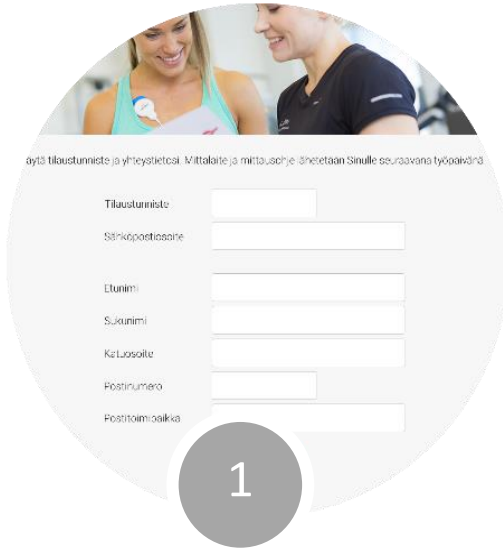


MEANS FOR SUCCESSFUL SALES:

- Make your offering visible on your premises and web. Raise interest
- Have your pitch prepared
- Share experiences –over 90% recommends
- Utilize Firstbeat brochures and flyers
 - Key benefits
 - How this works
- Competitive price



FIRSTBEAT LIFESTYLE ASSESSMENT STEPS



ORDER



MEASUREMENT



PROFESSIONAL FEEDBACK



FOLLOW-UP

MEANS FOR SUCCESSFUL SALES:

- For presenting to customers
 - Brochure
 - Example reports
 - Firstbeat Bodyguard2 device
 - Your contact details
- The pitch
 - 3-day HRV measurement
 - Shows your stress, recovery and exercise
 - Personal report
 - 1-3 concrete recommended actions to reach your wellness and performance goals



WATCH A VIDEO ON HOW THE LIFESTYLE ASSESSMENT WORKS



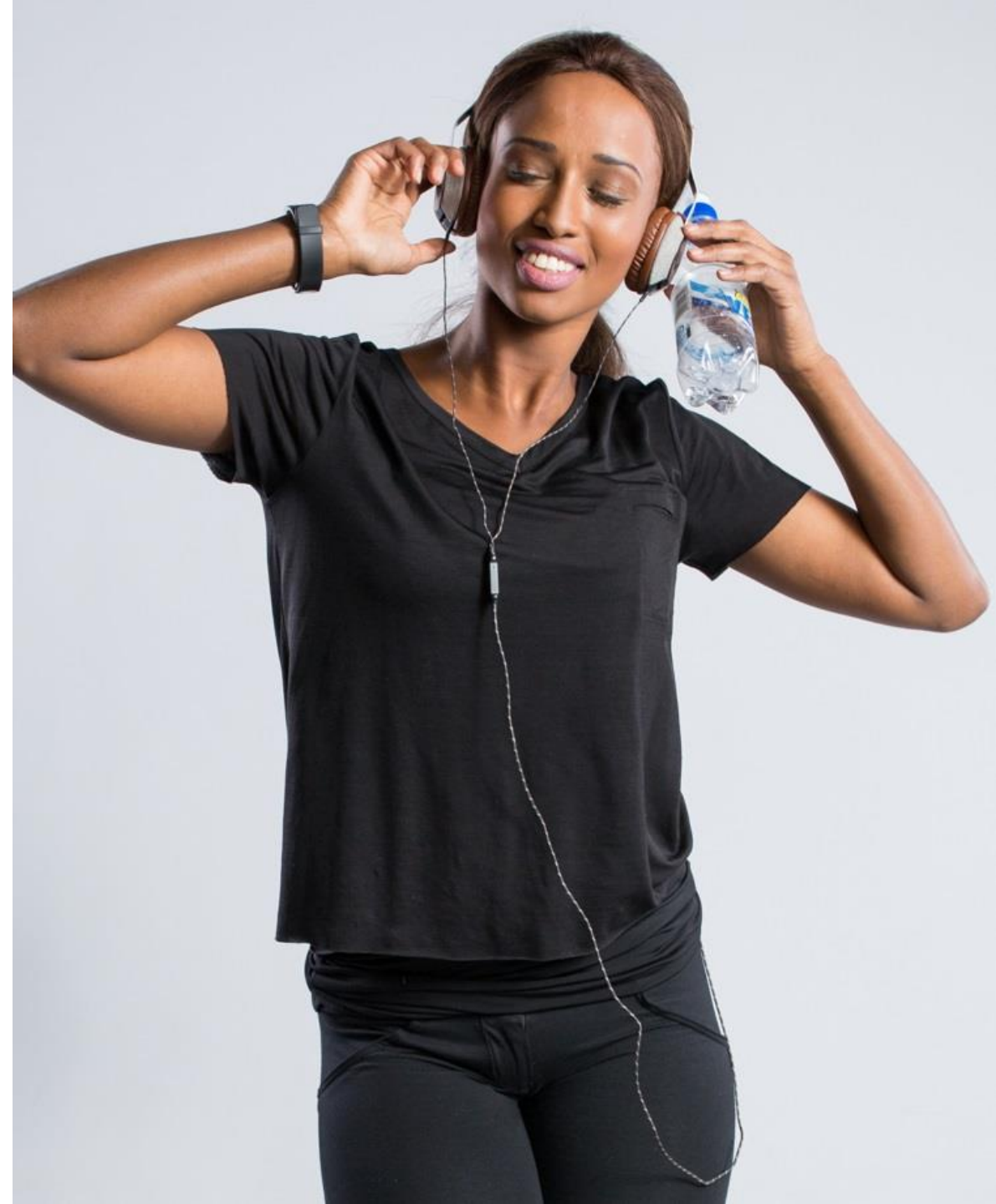


SELLING TO CORPORATE CLIENTS



SELLING TO CORPORATE DECISION MAKERS

- Personal insight and feedback motivates and is proven to promote behavioral change
- See the status of the organization's well-being and areas for improvement
- See how to direct wellness investments
- Visualizes stress



THE COMPANY GETS

- Each employee gets a 3-day HRV measurement and personal report
- Group feedback OR personal feedback sessions
- Anonymous group report on results
 - Key results and conclusions
 - Where to invest on company level



SUCCESSING IN CORPORATE SALES

- Utilize Firstbeat's presentations
 - Key benefits to companies
 - Results
 - What the client gets
- Share case examples and stories!
- Brochures
 - Measurement steps
 - Key benefits
 - Price



RESULTS AND RETURN ON INVESTMENT



"Firstbeat provided our people ways to take care of themselves and perform better at work."

Marja Kanigan,
HR Director,
Ernst & Young Finland

The whole personnel participated
in the measurement



32%

less sick days
after Lifestyle Assessment

1500 employees took part in
Lifestyle Assessment and follow-up



Project was offered for whole
staff (130 persons), out of which
50 persons attended.

Sick leave days decreased from
7,1 % to 3,9 %.

RESULTS AND RETURN ON INVESTMENT



82%

"I received important information on the influence of lifestyle on my health and coping."

Assessment conducted for the entire staff of 300

International Forest Company

3000+ Lifestyle Assessments in Finland, China and Germany

"Our personnel feel like they received valuable recommendations for improving their coping. This encourages us to continue"

Tero Kemppainen,
Chief Occupational Health Physician



"With the Firstbeat Lifestyle Assessment we have been able to provide our employees the help and support that they need"

Liisa Ilvesmäki-Saarinen,
Manager of Well-Being,
VR Group

FIRSTBEAT –LEADING HEARTBEAT ANALYTICS

Professional Sports

Hundreds of elite teams Worldwide use Firstbeat Solutions.



Consumer Products

Firstbeat is the leading licensor of heartbeat analytic technology.

Firstbeat innovations integrated into over **60** consumer devices.



Wellness Services

Firstbeat lifestyle analysis solution is used by **400** health care providers around Europe and in the UK to support employers such as





PRODUCTIZATION



FIRSTBEAT LIFESTYLE ASSESSMENT IN YOUR OFFERING

- Direct to individuals with personal feedback
- Groups with individual or group feedback incl.
 - Single measurement – See the status of staff well-being
 - 2 measurements directly – Follow-up on the results
- Training and coaching
- As part of health checks
- As part of business and performance coaching

Do mention Firstbeat + logo!





GETTING STARTED



... WITH SALES

Ask yourself

- Who are your key clients?
- Who sells this?
- What are the sales goals?
- Where is this used / how to sell?
- What happens after? (Often motivated for change)
- Consider selling the follow-up measurement



...WITH MARKETING

How does your client find Firstbeat Lifestyle Assessment?

- Website "We offer FBLA"
- Is it easy to purchase?
- How about a webshop?

Also consider

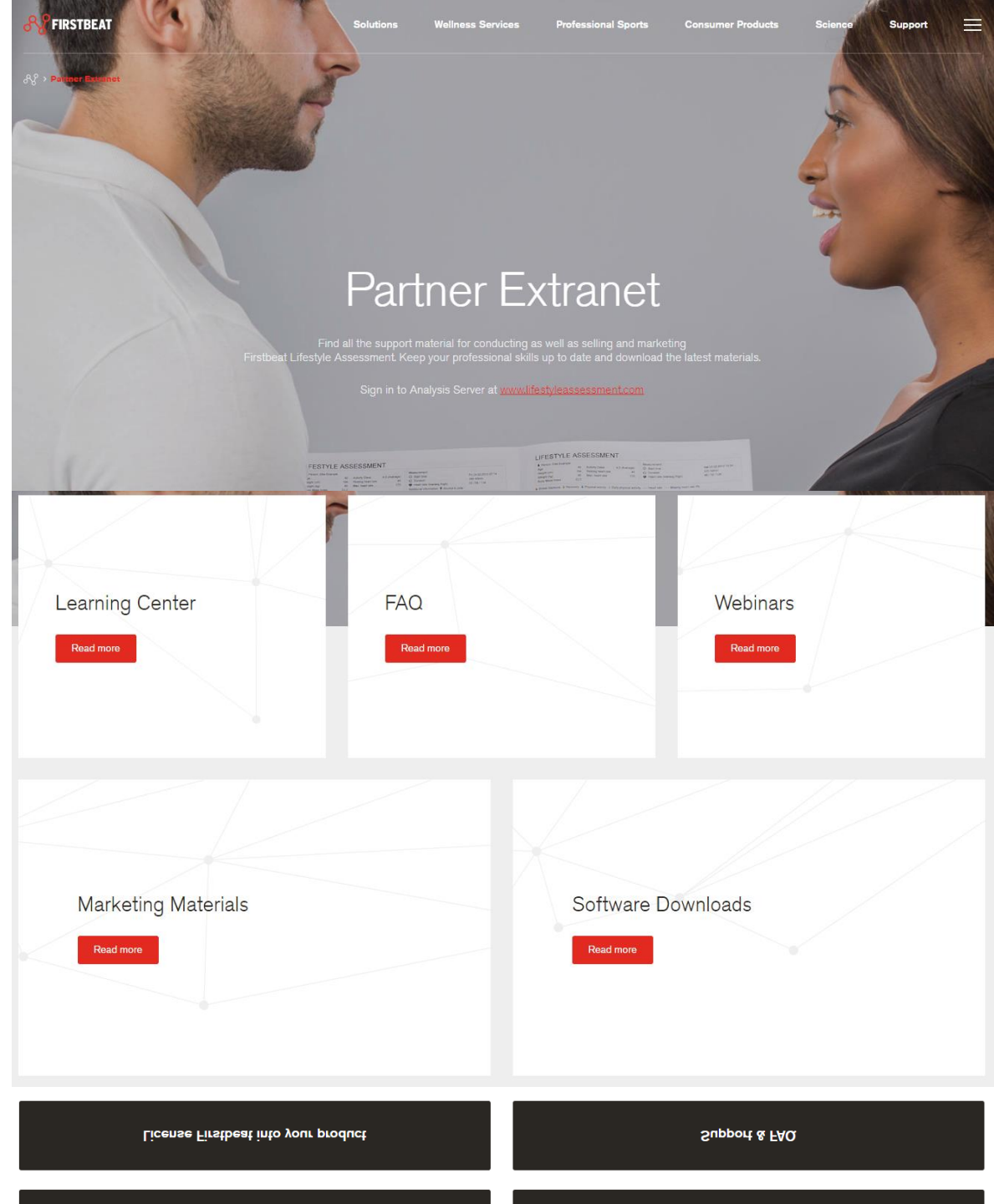
- Events
- Premises
- Social media #firstbeat

Check Firstbeat Partner Brand Guidelines!



FIRSTBEAT FOR PARTNERS

Find all sales + marketing materials





FIRSTBEAT MARKETING SUPPORT



GLOBAL EVENTS 2016



CONTENT MARKETING AND CAMPAIGNS



Firstbeat Ltd @FirstbeatInfo · Jun 13

Webinar tomorrow: Heartbeat Data as an Evidence-Based Coaching Tool bit.ly/1qZRbY8 @_ukactive #stress

A promotional graphic for a webinar. It features the Firstbeat logo, the text 'FIRSTBEAT' in large letters, and 'HEARTBEAT DATA AS AN EVIDENCE-BASED COACHING TOOL FROM ELITE SPORTS TO HEALTH AND WELLNESS'. It also mentions 'GUEST SPEAKER: PAUL POOK, ELITE PERFORMANCE COACH' and includes a small photo of Paul Pook. A date stamp '14th of June 2016' is in the top right corner. At the bottom, it lists time zones: '2PM UK / 4PM FINLAND / 3PM CET / 9AM EST / 6AM PST'.

The Telegraph

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Why Britons get best sleep of the week on Tuesday nights

The cover of the EEWeb Sensor Technology magazine for June 2016. The title 'SENSOR TECHNOLOGY' is prominent in white on a red background. Below the title, it says 'Delivering Vital Analytics with Firstbeat'. A photo of Joni Kettunen, Co-Founder and CEO of Firstbeat, is featured on the right. Two articles are highlighted with red checkmarks: 'Sony's Hi-Res Sensor Ups the Quality of Raspberry Pi's Camera Modules' and 'IoT Sensors and the LED Industry'. The text 'Interview with Joni Kettunen, Co-Founder and CEO of Firstbeat' is also present.



What our customers say?

“It is important to check your coping every now and then and to get facts to support your own experiences. It was nice to see my everyday life reported.

I had the feeling that my shows are very physical and the Lifestyle Assessment report proved it.”

- Lauri Tähkä, Finnish Pop Musician

What our customers say?

NUFFIELD HEALTH

“The reports that we create with Firstbeat are very powerful visually. We are talking data and that is what our executive clients like. That is their language”

- Cristina Cooper, Assistant General Manager, Nuffield Health





THANK YOU

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#firstbeat



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Firstbeat Technologies



Firstbeat Technologies Ltd



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