# Transcript Sample

## ge SALES REP & PROCUREMENT

*Conversation between Procurement Officer (PO) and Sales Rep (JR).*

**PO:** “Good morning, Alex. Before we dive into pricing, let’s make sure we’re on the same page. Last time you walked our clinical team through the CARESCAPE R860 demo—touchscreen workflow, lung-protective modes, data integration with Epic—anything we missed?”

**JR:** “Hi Ms. Ramirez, thank you—yes, sorry, uh, the demo highlighted adaptive support ventilation, neonatal capability, and the way the ventilator streams real-time waveforms into your CARESCAPE monitors. I think Dr. Chen seemed impressed with the recruitment-maneuver checklist… right?”

**PO:** “He was, but his big takeaway was the automatic compliance trending and that low-tidal-volume safeguard. Our biomed lead also asked whether your software updates stay free for the first five years—can you confirm that’s still what you told us?”

**JR:** “Absolutely—five years of software and cybersecurity patches at no charge. After that, it’s an optional service package—um, we can tailor it. I, uh, should have the document… let me pull it up and send it after the call.”

**PO:** “Fine. We also talked about training. Your slide said ‘two on-site days plus e-learning modules.’ We’ll need night-shift coverage, too, so I’ll need that in writing.”

**JR:** “Right, understood—night shift as well. We can extend the on-site segment or provide live virtual sessions, whichever fits your schedule—sorry, I should’ve clarified that earlier.”

**PO:** “Good. Finally, we asked for a projected payback period if we standardize on ten R860s instead of renting mixed brands. Your analyst sent a three-year ROI. I want to see the sensitivity if ICU census drops by ten percent.”

**JR:** “Yes, I have the spreadsheet. The breakeven moves to about three-point-seven years with that lower census. I can share the model so your finance team can stress-test the assumptions—uh, is that okay?”

**PO:** “Perfect. Now that we’ve recapped, I have some news. **Dräger just came back with a revised offer on the Evita V600s—seven-year warranty, 10 % off list, 90 days to pay. Hamilton’s G5 package is similar. If GE can match, we can sign.**”

**JR:** “Oh—okay, thank you for letting me know. Uh, we’d already agreed to the five-year warranty and 60-day terms, so… sorry, but a last-minute jump like that’s tricky on our side.”

**PO:** “I understand. But our CFO sees real cash-flow upside with 90 days and a longer warranty. Dräger and Hamilton showed up late with those sweeteners—no reason to ignore them.”

**JR:** “Right. I don’t want to lose momentum here. Let me—let me reframe: the R860 comes with no-cost software and cyber updates for five years, which both competitors bill for by year three. Over a seven-year horizon that’s roughly $45 K saved per ventilator—so the upfront list discount isn’t the full story.”

**PO:** “I get the TCO argument, Alex, but **Dräger really blew us away**, and we totally understand if GE can’t match.”

**JR:** “Understood. Um… what if we **extend our warranty to six years**, hold price, and give you 75-day terms? That keeps our value proposition intact and closes half that gap.”

**PO:** “Six isn’t seven, and 75 isn’t 90. You’re still asking us to stretch.”

**JR:** “Fair. How about this as a middle ground: six-year warranty **plus** we preload your fleet with our Advanced Lung-Protective bundle—normally an add-on—and include two extra on-site training nights for your night-shift nurses. No line-item charges.”

**PO:** *pauses* “Training nights… that does solve the overtime problem. And the bundle would offset some biomed add-ons we budgeted.”

**JR:** “Exactly. And, uh, if cash timing is vital, I can request an **early-pay discount** so that if you **still pay inside 60 days** you get another 1 % off. That rewards your finance team without breaking my approvals.”

**PO:** “All right, Alex—reluctantly, I can work with six years, the bundle, training nights, and the early-pay option. Send me the revised quote by tomorrow morning and I’ll circulate it for signature.”