

March 30, 2010

MATERNITY AGENT

Keir Surgical Ltd. is a medical supply company that has been in business since 1923. Through our Care Centre division, we have recently begun marketing a line of Maternity Support Garments. We are looking to secure a national team of "Maternity Agents" located in specific urban centers across Canada. Agencies are already being filled, so immediate response is encouraged.

Agent Qualifications:

- Committed to selling at least 10 garments per month from within a defined geographic area
- Can prove access to an on-going supply of potential new customers (i.e. pregnant women)
- Agree to sign our Agent Agreement and understand the provisions contained within
- Willing and able to pay the \$450.00 fee to receive their Agent Start-Up Package

Agent Responsibilities:

- Continuously meet with and educate potential new customers about the garments in effort to generate sales
- Completing customer Order Forms and then fax, scan, and/or email the form back to Keir Surgical, in a timely manner, for processing; alternatively, customer can be directed to our online store to purchase directly (agent must send in the name of the individual to receive commission)
- Maintaining Sales Kit and Training Manual with up-to-date information (provided by Keir Surgical) and full inventory supply
- Providing Keir Surgical with a monthly sales activity report

Agent Commission/Compensation:

- 30% of pre-tax sales amount, paid monthly in the form of a cheque
- 1% of sales can be used as a credit toward the purchase of additional Sales and Marketing Supplies
- Potential for Agents to gross \$500 or more per month (\$6,000 or more per year) depending on the time, effort, sales ability and access to potential clients

Ongoing Support from Keir Surgical:

- Full access to Maternity Garment Specialist during normal working hours (via email or phone)
- Monthly all-Agent conference call to discuss products, marketing and sales strategies
- Potential for new items to be added to the Agent portfolio over time
- Opportunity for monthly specials and sales spiffs to incentive top-selling Agents
- Geographic/demographic exclusivity – assurance that no more than one Agent for every 100,000 people within a stated regional area will be signed-up



Start-Up Sales and Marketing Kit

Each Agent is required to purchase a Start-Up Sales and Marketing Kit at the special rate of \$450.00 (plus applicable taxes) which includes the following items.

Sample Garments:

Qty	Code	Description	Retail Price	Agent's Re-Order Price
1	M310	Maternity Support Band (Coming Soon)	\$58.90	\$29.45
1	MB400	Wireless Contouring Support Bra With Drop Cups	\$68.90	\$34.45
1	MB410	Wireless Contouring Support Bra With Self-Adjusting	\$57.40	\$28.70
1	MB420	Everyday Bra With Seamless Comfort Cups	\$51.60	\$25.80
1	MB430	Sleep Bra With Seamless Comfort Cups	\$45.90	\$22.95
1	MG81-CS	Cesarean Support Garment	\$109.00	\$54.50
1	MG160	Mid Body Support - Brief	\$91.90	\$45.95
1	MG160-B	Mid Body Support With Wireless Contouring Bra	\$114.90	\$57.45
1	MG161	Mid Body Support - Mid Thigh	\$103.40	\$51.70
1	MG161-C	Mid Body Support With Adjustable Corset	\$103.40	\$51.70
* All garments will come in Agent's sizing. Agent agrees to purchase sample garments at the established Agent price solely for use as customer samples and not for redistribution.				
Total:			\$746.40	\$373.20

Sales and Marketing Supplies:

Qty	Description	Agent's Re-Order Price
30	DV Tape Measures	\$1.00
50	Maternity Brochures	\$0.25
2	Maternity Catalogue	\$0.50
1	Maternity Training Binder	\$15.00
2	Maternity Info Booklet	\$1.00
25	Biodermis Brochures	\$0.25
10	Biodermis Samples	\$0.50
100	Order Forms	N/C
100	Business Cards	\$0.10
1	Supply Case	\$20.00
Total:		\$101.75

Agent Locations:

Geographic Area	# Agents
Greater Vancouver Area	4
Victoria	1
Kelowna/Interior BC	1
Calgary	3
Edmonton	2
Regina	1
Saskatoon	1
Winnipeg	2
Greater Toronto Area	6
Ottawa	1
Hamilton	1
London	1
Kitchener-Waterloo	1
Montréal	3
Halifax	1
Moncton/Fredericton/St. John	1
St. John's	1

Contact Keir Surgical For More Information: Please email your name, contact information and some information about yourself to maternity@keirsurgical.com and we will follow up with a phone interview to discuss the opportunity in more detail.