

Advanced Product Training in Korea

Senior Global Sales Associate Michael Denver has just returned from South Korea after carrying out advanced product training with Surgical Innovations (SI's) new Korean distributor. The partnership is supported by our Asian master distributor.

The aim of the training was to give to the company's extensive sales team and sub dealers the clinical and technical data they need to enhance their understanding of each product line, supporting them with the sales of SI's products going forward. It also further cemented the relationship between both companies. The event was held in Seoul and was extremely successful, with all of the sales team now fully armed with the right information to begin selling SI products across the region.

Speaking about the training, Michael said: "I was extremely pleased at the level of professionalism demonstrated by all those in attendance. I was welcomed like a member of the family and, based on the response post-training, and subsequent conversations with regards to moving forward, I am extremely positive about the future of SI in Korea.

"A largely disposable market, South Korean hospitals will benefit from the cost-effective Resposable® offering in ports and instrumentation. With PretzelFlex™ we also offer something unique to the market which has already got people talking! With high quality UK design and manufacture being supported by the fantastic people working for our Korean distributor, it is impossible not get excited about our future here. The work begins now."