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Sales Conversations Framework

August 2026

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Discovery Questions General

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Discovery Questions General

Understanding the Current Process

Can you talk me through how environmental inspections or safety checks are carried out currently, who is responsible for completing them, how often are they done, and how are they recorded?

What you're looking for:

- Paper checklists
- Inconsistent processes
- No formal process
- Time-consuming inspections
- Lack of evidence

The Cost of an Incident

Has a member of staff, customer, resident or visitor been injured because of an environmental hazard, what was the impact on your organisation?"
or
If a member of staff, customer, resident or visitor were injured because of an environmental hazard, what would the impact be on your organisation?

What you're looking for:

- Financial cost
- Insurance claims
- Lost productivity
- Reputation
- Regulatory implications

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Discovery Questions General

Confidence in Current Inspections

What barriers do you currently face in staff completing inspections

What you're looking for:

- Inconsistent standards
- Reliance on individuals
- Human error
- Lack of visibility

Human Behaviour

Even with experienced teams, people naturally become familiar with the environments they work in every day. Have you ever found that hazards are sometimes only noticed after someone else points them out?

What you're looking for:

- Recognition of clutter blindness
- Near misses
- Missed hazards
- Acceptance that inspections aren't perfect

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Discovery Questions General

Technology & Adoption

Have you looked at inspection apps or digital tools before?
Have you introduced inspection apps or digital tools before? If so, how well were they adopted once the initial rollout was over?" What were the main reasons for not continuing with them

What you're looking for:

- Low adoption
- Login fatigue
- Staff resistance
- App overload
- Complex systems

Implementation

If you found a tool that genuinely improved consistency without changing your existing processes, who would need to be involved in the decision making process, how straightforward would it be to introduce within your organisation?

What you're looking for:

- IT barriers
- Procurement
- Budget authority
- Decision makers
- Pilot opportunities

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Discovery Questions General

Address primary concerns and barriers

Emphasize

Rather than replacing your existing processes, OurLens complements them. It provides a simple 10-second environmental assessment that anyone can complete using their own smartphone, with no app downloads, no passwords and no complicated setup.
The result is a consistent, objective assessment that fits naturally into your existing workflow and gives your teams a simple way to identify hazards before they become incidents.

Would it be helpful if I showed you how that works?"*

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Discovery Questions

Discovery Questions (Health care specific)

30-Day Readmission Baseline):
When you look at your 30-day post-discharge readmission numbers—specifically across cardiac, orthopedic, or high-risk elderly cohorts—what percentage of those returns are driven by home falls or environmental accidents?

The Financial Exposure:
Since CMS and commercial payers classify fall-related hospital readmissions as non-reimbursable 'Never Events,' how is your system currently absorbing the $18,000 to $35,000 cost per uncompensated fall incident?

The Untrained Family Caregiver Gap:
When you discharge a high-risk patient back home, what formal hazard-perception or environmental safety training do you actually provide to the family caregiver—and how do you verify they've cleared the home before a fall happens?

Human Limits & Clutter Blindness:
During routine post-discharge home visits, how do your visiting nurses currently evaluate the physical room environment for trip hazards while managing vitals, meds, and clinical notes?

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Discovery Questions

Discovery Questions (Health care specific)

App & Software Fatigue:
Have you tried deploying mobile apps or digital audit software to field staff in the past? If so, what was their actual long-term compliance rate once the initial push ended?

The IT Backlog Trap:
If you identify a clinical tool that improves patient safety, how long does it typically take your IT security department to review, approve, and build custom API integrations into Epic or Cerner?

Discovery to the Pitch

1. Fall readmissions are eating directly into your margins at $18k–$35k per occurrence.
2. Family caregivers are doing their best, but they receive no formal hazard training.
3. Your field nurses are stretched thin.

That's exactly why we built OurLens. Let me show you how our 10-second, zero-IT visual scanner solves all three of those issues on day one."*

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Outline Scripts

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Outline Scripts

The Cold Call

Target: Facilities Management, Retail, Property Management & Multi-Site Operations

Goal: Secure a 10-minute discovery meeting.

"Hi [First Name], it's [Rep Name] from OurLens.

I appreciate I'm calling out of the blue, so I'll keep this brief. Have you got 30 seconds for me to explain why I'm reaching out to organisations responsible for multiple sites and workplace safety?"

The Hidden Risk

"We're speaking with organisations responsible for retail stores, commercial buildings and public spaces, and we're seeing the same challenge everywhere.

Daily inspections are carried out by good people, but they're often under time pressure. Over time, people become 'blind' to familiar environments. Trailing cables, temporary displays, deliveries, spillages and clutter simply stop standing out because they're seen every day.

Most organisations already have inspection processes. The challenge isn't willingness, it's consistency. That's where incidents and liability can begin."*

The Zero-Friction Value Proposition

Ourlens provides a simple 10-second environmental assessment that runs directly in any mobile browser. There's nothing to download, no usernames or passwords and no software deployment.

Supervisors or site teams simply complete a quick scan, receive an instant assessment and capture a time-stamped screenshot which can be shared with a manager or uploaded into your existing compliance system.

It's designed to fit around existing workflows rather than replacing them."*

The Close

I'd simply like to show you a live 10-second demonstration on your own phone so you can see how it works

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Outline Scripts

Following Up an Email

Target: Decision makers who have received a marketing email.

Goal: Book a discovery meeting.

Rep

"Hi [First Name], it's [Rep Name] from OurLens.

I sent you a quick email earlier this week about simplifying workplace environmental inspections. I just wondered whether you happened to see it, or whether it disappeared into an already overflowing inbox?"

(Pause)

*"No problem at all, that's exactly why I called.

The reason we're speaking with organisations like yours is because slips, trips and falls remain one of the biggest causes of workplace injuries and public liability claims.

Most organisations already have inspection processes in place, but inspections rely heavily on people spotting hazards they've walked past hundreds of times before.

We've developed a simple browser-based assessment that takes around 10 seconds to complete, requires no app downloads, no IT integration and no user accounts.

It gives supervisors an objective assessment they can capture and share immediately without changing their existing processes.

I'd love to show you how it works. Could we arrange 10 minutes next week?"*

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Outline Scripts

Running the Live Demo

Goal: Let the customer experience the simplicity.

PHONE - SCAN QR CODE - ENTER ACCESS CODE - 10 SECOND SCAN - DISCUSS HOW IT FITS THEIR BUSINESS

The Introduction

Rather than spending time talking through software features, I'd much rather show you how simple this is.

Could you grab your phone and open your camera?"*

The QR Code

- Point your camera at the QR code and tap the link.
- Notice what hasn't happened.
- You haven't created an account, or password
- You haven't involved your IT department.
- You're already using exactly what your teams would use.

The Scan

Now simply move your phone around the room for around 10 seconds.

Watch how OurLens assesses the environment, highlighting potential trip hazards and environmental risks that can easily be overlooked during a routine inspection."*

The Business Conversation

Once the assessment is complete, your colleague simply captures a screenshot and shares it however your organisation already works.

That might be Microsoft Teams, Email, SharePoint, a facilities management system, or your existing compliance platform.

There's no need to replace your current processes. OurLens simply makes environmental assessments quicker, more consistent and easier to complete.

How do you think something this simple would fit into your current process?"

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Objection Handling

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Objection Handling

Healthcare & Enterprise Deployment Objections

Our staff use their own phones. They won't download another app

The Reality
Many frontline healthcare and community care workers use their own devices and are reluctant to install corporate software or create additional accounts.

Suggested Response

That's exactly why OurLens was designed as a Progressive Web App rather than a traditional mobile app. There's nothing to download from the App Store or Google Play, no user accounts to create and no passwords to remember. Staff simply open a secure web link or scan a QR code, complete a 10-second environmental scan and receive an instant result. Once they're finished, they simply close the browser. It's designed to minimise barriers to adoption while fitting naturally into existing workflows."

We already complete falls assessments.

The Reality
Clinical falls assessments and environmental hazard assessments are different activities that complement one another.

Suggested Response

That's excellent, and OurLens isn't intended to replace those assessments. Traditional falls assessments focus on the individual, looking at factors such as mobility, medication, cognition and clinical risk. OurLens complements that process by providing a quick environmental screening of the physical surroundings. It adds another layer of awareness without changing your existing assessment process.

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Objection Handling

Healthcare & Enterprise Deployment Objections

Our IT team will want to review this before we can do anything

The Reality
Enterprise software often requires lengthy security reviews because of the way it stores or processes organisational and personal data.

Suggested Response

That's a sensible question. OurLens has been designed to minimise implementation complexity. It doesn't require installation on company devices, user account creation or integration with your existing systems to begin using it. Results are generated for the individual session and can then be incorporated into your existing processes using a screenshot or your preferred documentation method. This allows organisations to evaluate the platform without a lengthy technical implementation project.

Families don't always act on our advice.

The Reality
Visual information can often be easier to understand than verbal instructions alone.

Suggested Response

That can certainly be challenging. One of the advantages of OurLens is that it provides a simple visual report that can be shared with family members or carers if appropriate. Sometimes seeing a highlighted environmental hazard has more impact than simply describing it, helping to reinforce conversations about reducing risk within the home

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Objection Handling

Healthcare & Enterprise Deployment Objections

Does it recommend home adaptations like grab rails?

The Reality
OurLens is designed to identify visible environmental hazards rather than prescribe structural adaptations.

Suggested Response

OurLens focuses on identifying visible environmental hazards such as clutter, trailing cables, poor lighting or obstructed walkways. It isn't intended to replace professional occupational therapy assessments or recommendations for home adaptations. Instead, it complements existing clinical pathways by helping identify environmental issues that may benefit from further review.

We're not ready for another software contract.

The Reality
Many organisations prefer to evaluate new solutions before making a larger commitment.

Suggested Response

We completely understand. That's why many organisations choose to begin with a pilot deployment. A pilot allows your teams to evaluate how OurLens fits into existing workflows, understand adoption levels and assess the operational benefits before considering a wider rollout. Because there's no software installation or complex implementation, organisations can get started quickly

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Objection Handling

Healthcare & Enterprise Deployment Objections

How long will implementation take?

The Reality
Lengthy implementation projects often delay operational improvements.

Suggested Response

Implementation is intentionally straightforward. Once your order has been processed and payment received, we'll provision your Scan Credit Pool, Department Access Codes and deployment materials. Your organisation receives secure access links, QR codes and user guidance, allowing teams to begin using OurLens without traditional software deployment projects.

Will our staff actually use it?

The Reality
Adoption is one of the biggest challenges facing workplace technology.

Suggested Response

That was one of the key design principles behind OurLens. Every additional login, password or download creates another barrier to use. OurLens has been designed to remove as much friction as possible. Staff simply open a link, complete a 10-second scan and continue with their day. By keeping the process deliberately simple, organisations have a much greater opportunity to encourage consistent use

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Objection Handling

Healthcare & Enterprise Deployment Objections

How do we know the scans are actually being completed?

The Reality
Organisations often need a simple way to evidence that environmental checks have taken place.

Suggested Response

Each completed scan produces an on-screen result that can be captured using a time-stamped screenshot and incorporated into your existing documentation process. Organisations can also issue different Department Access Codes to teams or locations, providing visibility of Scan Credit usage across different services without introducing user accounts or complex reporting systems.

Can this replace our existing compliance software?

The Reality
OurLens is designed to complement, not replace, existing systems.

Suggested Response

OurLens isn't designed to replace your existing compliance or care management platform. It complements the systems you already use by making environmental screening faster and easier to complete. The results can then be incorporated into your existing documentation and governance processes

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Objection Handling

Healthcare & Enterprise Deployment Objections

Why is it so simple?

The Reality
Simple products are often used more consistently than complex ones.

Suggested Response

Simplicity is intentional. Studies consistently show that adoption falls as digital tools become more complicated, particularly for busy frontline workers. OurLens has been designed to remove unnecessary complexity so that environmental screening can become part of everyday practice rather than another administrative task. Our philosophy is simple: the easiest tool to use is often the one that gets used.

Can AI really be trusted?

The Reality
OurLens is designed to complement, not replace human judgement

Suggested Response

OurLens is designed to support professional judgement, not replace it. It acts as an additional environmental screening tool to help identify potential hazards that may otherwise be overlooked. Decisions about patient care and risk management always remain with the healthcare professional or organisation. We see AI as another set of eyes, not a replacement for clinical expertise.

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Pilot Offers

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Pilot Offers

The Micro / Single -Team Pilot $995

Target Buyer:
Single Team Leads, Registered Care Managers, Small Community Reablement Pods

Positioning:
Designed for micro-team evaluation with zero budget friction

What's Included:

- 500 Assessment Capacity Allocation: Capacity for a single team of up to 5 care workers or community aides to conduct routine room sweeps over 30 days.
- Access in 48 hours Web-first architecture requiring zero app store downloads, zero user accounts, and zero IT backend integration.
- Team Access Code & QR Launch Materials: Pre-configured access code and digital QR code for immediate field deployment.
- Photo Receipts: Visual photo reports generated in 10 seconds, shareable via SMS/email with unpaid family caregivers to drive immediate hazard remediation.
- Implementation & Setup Meeting: Optional 30-minute virtual implementation meeting with the OurLens team to configure team access and guide workflow integration.

The Financial Return:
Break-Even: Preventing just ONE fall-related admission saving $3,500 to $4,500 in acute bed-day costs delivers an immediate 3.5x to 4.5x ROI on this pilot block alone.

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Pilot Offers

The Regional Pilot $3,995

Target Buyer:
Department Directors, Place-Based Leads, VPs of Quality & Risk, Regional Home Care Operations Leads

Positioning:
Designed for multi-team or regional service evaluation sitting comfortably under standard discretionary spending caps.

What's Included:

- 2,500 Assessment Capacity Allocation: Capacity for up to 20 field nurses, reablement workers, or care champions across a regional service.
- Multi-Team Access Code Suite: Department access codes to track usage across different pods without managing individual user accounts.
- Instant PWA Access (Zero-IT Queue): Operates in standard mobile browsers—storing zero patient PII/PHI for rapid Information Governance sign-off.
- Unpaid Family Caregiver Engagement: Equips family members with 10-second photo roadmaps, proven to drive an 82% immediate hazard fix rate within 48 hours.
- Dedicated Implementation Briefing: Virtual implementation and launch session with the OurLens team for service leads and team champions to ensure rapid Day 1 adoption

The Financial Return:
Break-Even: Preventing just ONE non-elective fall readmission (costing $3,500 + acute bed-days or up to $14,500 per non-elective fall spell) completely clears the pilot cost. Preventing two delivers up to an 8x ROI.

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Pilot Offers

The Enterprise / Multi-Site Pilot $12,995

Target Buyer:
ICB Commissioners, Directors of Adult Social Services (DASS), Chief Medical Officers, Multi-Site Housing & Care Directors

Positioning:
Comprehensive multi-department or multi-facility rollout built to prove cross-site compliance and readmission reduction at scale.

What's Included:

- 10,000 Assessment Capacity Allocation: Flexible capacity pool across multiple departments, hospitals, or regional social care branches (e.g., 50–100 field staff).
- Multi-Department Access Code Suite: Custom access codes providing visibility of assessment capacity usage across different services without user logins.
- Zero PII / Ephemeral Security Package: Full Information Governance compliance documentation showing zero personal data storage for immediate IT clearance.
- Full Executive Onboarding & Implementation Support: Dedicated onboarding sessions, implementation strategy meetings, and direct support from the OurLens team throughout the evaluation period.

The Financial Return:
Break-Even: Preventing just 1 to 2 fall readmissions across an entire regional network covers the cost of this pilot. Preventing five saves the local health economy over $70,000 in acute bed-day costs.

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Pilot Offers

From Pilot to Partnership

Prove the value. Build the case. Scale with confidence.

The OurLens™ pilot is designed to give organisations a low-risk opportunity to experience the technology in their own environment, understand how their teams use it and establish the level of assessment capacity they are likely to need.

Our Pilot Partner Rates provide an attractive entry point for organisations evaluating OurLens™ for the first time.

But the pilot is not designed to be the destination.
It is the first step towards a longer-term deployment.

PILOT PARTNER RATES

Pilot	Cost	Scan Credits
Micro	$995.0	500
Regional	$3995.00	2500
Enterprise Pilot	$12995.00	10000

These rates are offered specifically to organisations undertaking a pilot evaluation and should be positioned as Pilot Partner Rates.
They should not be presented as the customer's guaranteed long-term commercial rate.
The purpose of the pilot is to establish the customer's actual operational requirement before agreeing a longer-term deployment.

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Pilot Offers

From Pilot to Partnership

What happens after the pilot?

The conversation should move naturally from:

TRY IT → USE IT → MEASURE IT → EXPAND IT

During the pilot, the customer discovers how OurLens™ fits into their existing safety processes.

By the end of the pilot, you should understand:

- How many teams are using OurLens™
- How many locations are involved
- How many rooms or areas are typically assessed
- How frequently assessments are being completed
- Which teams are getting the greatest value
- Where additional deployment opportunities exist

This gives the representative the information needed to recommend an appropriate longer-term assessment capacity.

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Pilot Offers

From Pilot to Partnership

The Pilot Upgrade Benifit
To encourage customers to continue after a successful pilot, organisations converting to an agreed longer-term deployment can receive additional scan credits as an upgrade benefit.

Convert to a qualifying longer-term deployment and receive:

Pilot	Cost	Bonus Scan Credits
Micro	$995.0	500
Regional	$3995.00	1000
Enterprise Pilot	$12995.00	2000

The upgrade benefit provides additional value without reducing the underlying commercial value of the longer-term deployment.

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Pilot Offers

From Pilot to Partnership

How representatives should position this

Do not say:
"We'll give you your pilot money back if you upgrade."

Instead say:
"The pilot gives you a protected entry price and, if you decide to roll OurLens™ out more widely, we'll add additional assessment capacity to your deployment as a Pilot Partner upgrade benefit."

or

"We're deliberately making the first step easy. You can evaluate OurLens™ at a Pilot Partner Rate, and if it proves its value and you decide to scale, we'll reward that decision with additional assessment capacity."
This keeps the conversation focused on value and expansion, rather than discounting.

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Pilot Offers

From Pilot to Partnership

Don't wait until the end to discuss expansion

The representative should identify the potential expansion opportunity at the beginning of the pilot.

Ask:
"If this works well, where else could you see using it?"

Then explore:

Locations
Could it move from one facility to several?

Teams
Could it be used by supervisors, maintenance teams, care teams or managers?

Shifts
Could assessments be performed at different points during the working day?

Risk Areas
Are there particular environments that need more frequent assessment?

Seasonality
Are there periods when environmental risks increase?

Organisation-wide deployment
Could the same process eventually become part of the organisation's standard safety routine?

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Pilot Offers

From Pilot to Partnership

The Conversion Conversation

Towards the end of the pilot, don't simply ask:
"Would you like to continue?"

Instead, present what you have learned.
For example:
"During your pilot, your team completed approximately 1,800 environmental assessments across four locations. Based on that usage, we'd recommend an annual assessment capacity of around 20,000 assessments if you want to roll the process across your wider operation."

Then move into the longer-term conversation.
"We can look at the appropriate deployment level based on your actual usage, rather than asking you to commit to capacity you don't need."
This makes the recommendation feel consultative rather than sales-led.

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Pilot Offers

From Pilot to Partnership

The Commercial Journey

PILOT
Low-friction entry using a protected Pilot Partner Rate.



ADOPTION
Teams use OurLens™ in their normal working environment.



EVIDENCE
The customer sees how frequently it is being used and what it identifies.



EXPANSION
Additional teams, locations and operational use cases are identified.



APACITY PLANNING
The representative calculates the assessment capacity required



LONG-TERM DEPLOYMENT
The customer moves to an agreed longer-term assessment allocation



EXPANSION & TOP-UP
Additional assessment capacity can be added as usage grows

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Pilot Offers

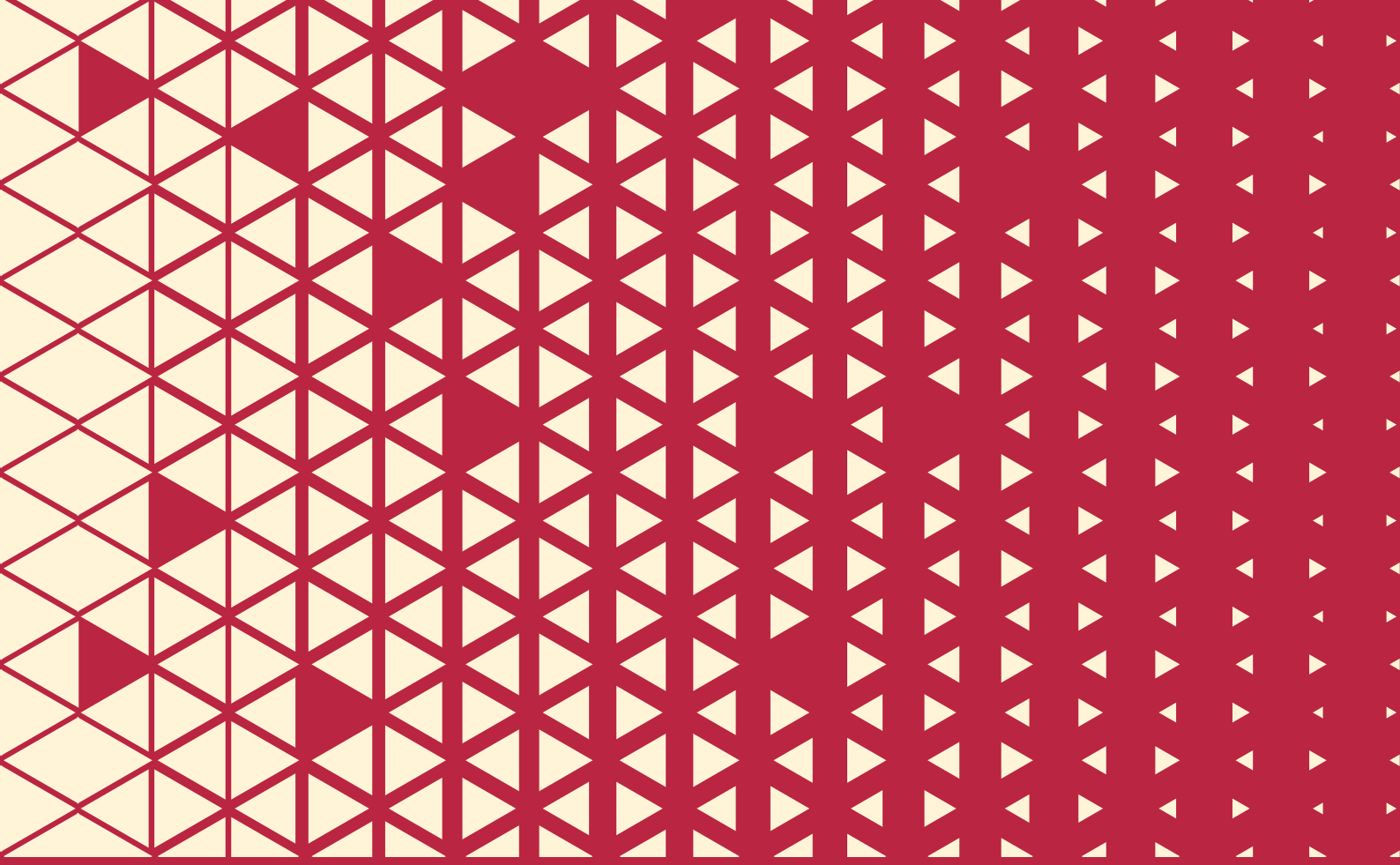
From Pilot to Partnership

The Golden Rule for Reps

- Don't sell the biggest package. Sell the next logical step.
- A successful pilot should create the question:
- "Where else can we use this?"
- That is the signal that the customer is ready for a wider deployment.
- OurLens™ is deliberately designed so customers can start small, demonstrate value and increase their assessment capacity as their usage and confidence grow.
- Start small. Prove the value. Scale when you're ready.

*Pilot Partner Rates and Upgrade Bonuses are subject to OurLens™ commercial terms. Assessment capacity applies to the purchasing organisation and is non-transferable unless otherwise agreed in writing. Upgrade Bonuses are available only where the customer converts from a qualifying pilot to an agreed longer-term deployment within the applicable upgrade period. Upgrade Bonuses have no cash value, are non-refundable and cannot be applied retrospectively or deducted from the pilot price. Pilot assessment capacity and any applicable bonus capacity must be used in accordance with the applicable OurLens™ terms and conditions. Pricing is exclusive of applicable taxes and may be subject to change for future deployments.

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Pricing

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Pricing

Pricing & Scan Credits

Representative Pricing Authority

The prices listed below establish the minimum pricing thresholds for each OurLens package. Representatives are authorised to negotiate customer-specific pricing directly, taking into consideration factors such as purchase volume, contract duration, strategic value, and customer requirements.

Representatives should not advertise or commit to pricing below these minimum levels without prior written approval from OurLens.

Representatives should always recommend the package that best reflects the customer's anticipated usage.

Prices below are per scan

Minimum Quantity	Maximum Quantity	Minimum Price Per Scan Credit
500	2499	$1.99
2500	9,999	$1.60
10,000	29,999	$1.30
30,000	49.999	$1.10

50,000 + Scan Credits Commercial pricing on request

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Calculating volume

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Calculating volume

Estimating Scan Credits

Every room, area, or workstation scanned (approx 10 seconds) uses 1 Scan Credit
To estimate how many credits a customer needs, ask these 4 questions:

1. How many people will use OurLens?
This is anyone carrying out scans, inspections, audits, or visits.

Active Users = A

2. How many scans does each person complete per day?
Examples:

- Nurse: 4 home visits
- Store manager: 2 walkthroughs
- Production supervisor: 3 inspections
- Housekeeper: 15 room checks

Scans per Day = B

3. How many rooms or areas are scanned during each visit?
Each room or area scanned uses 1 scan credit.
Examples:

- Home visit: Bedroom, Bathroom, Hallway = 3 scan credits
- Restaurant inspection: Kitchen, Prep Area, Fridge, Dining Area = 4 scan credits

Room or Area Scans credits per visit = C

4. How many days per month do they operate?
Examples:

- Healthcare: 20 days
- Manufacturing: 22 days
- Retail/Hospitality: 30 days

Operating Days = D

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Calculating volume

Estimating Capacity

Monthly Credit Requirement

Active Users × Scans per Day × Room or Area Scans × Operating Days

Monthly Credits = A × B × C × D

Annual Credit Requirement = Monthly Credits × 12

Example

A community healthcare team has:

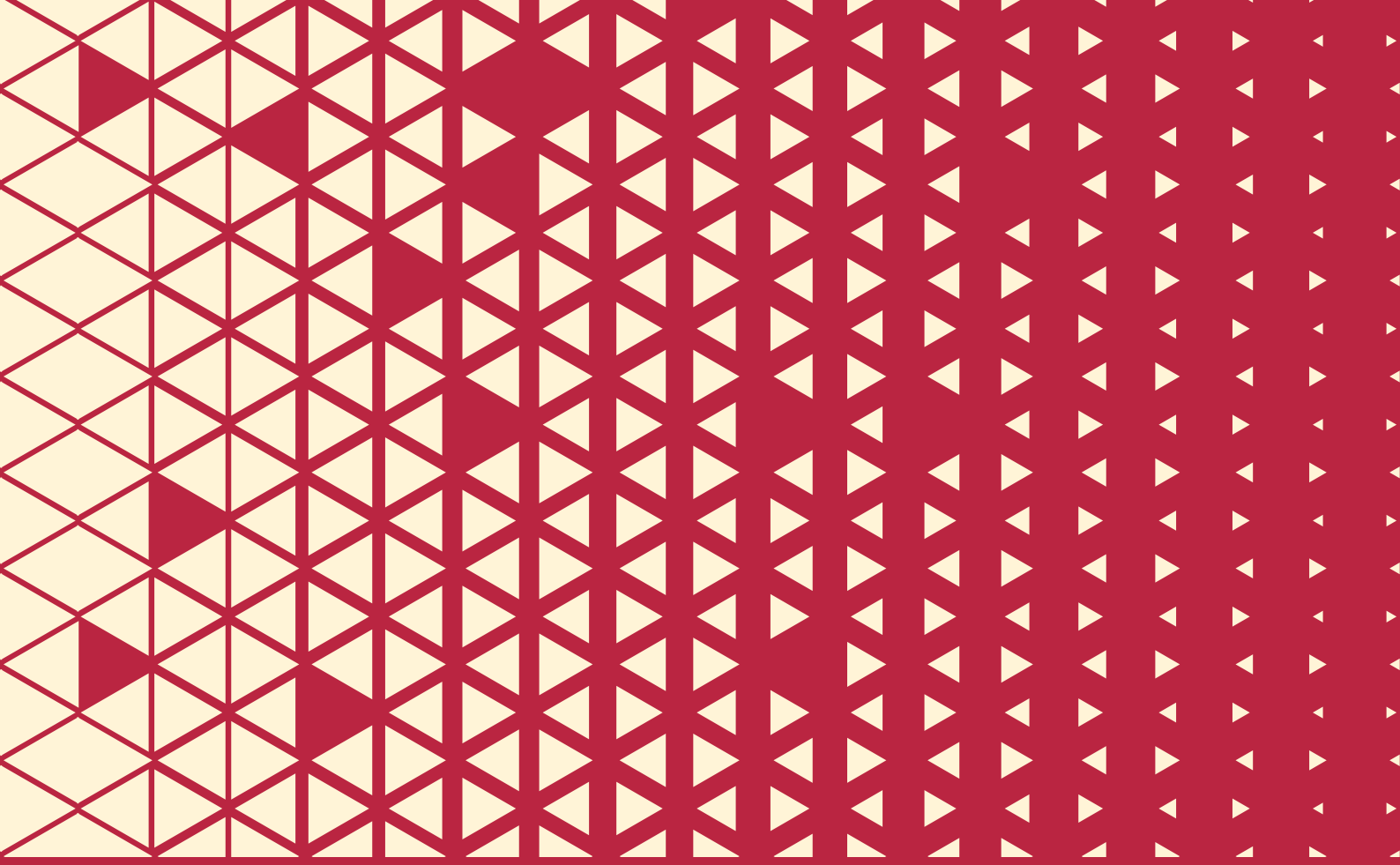
- 20 nurses
- 3 home visits per day
- 3 rooms scanned per visit
- 20 working days per month

20 × 3 × 3 × 20 = 3,600 credits per month

3,600 × 12 = 43,200 credits per year

Recommended package: 45,000 Assessment Credits

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Procurement Process

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Procurement Process

The Onboarding & Fulfillment Process

To ensure smooth, automated service delivery, all purchases follow this strict operational timeline:

- Order received: Upon receipt of the Order form the Accounts Team will issue and invoice to the customer to the email address specified in the form.
- Payment Clears First: Access codes will only be generated and issued once full payment has been successfully received (via credit/debit card checkout or cleared BACS invoice payment). We do not allocate or pre-release credits under any circumstances.
- The 48-Hour Activation Window: Upon receipt of cleared funds, your dedicated organisational access code will be generated, loaded with the purchased scan credits, and made live within 48 hours.
- Digital Delivery: The master access code and setup instructions will be sent via email directly to the primary contact email provided at checkout. We will include your Ourlens getting started instructions.

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References & Social Proof

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Customer References & Social Proof

Our Approach

Our customers are incredibly important to us, and many operate within healthcare, local government, public sector organisations and large commercial businesses where time is limited and operational demands are high.

While several organisations have kindly agreed to act as references, we are committed to protecting those relationships. We therefore use customer references thoughtfully and only where they will add genuine value to progressing a significant opportunity.

Our aim is to provide prospective customers with enough evidence to make an informed buying decision without placing unnecessary demands on our existing customers.

Use Social Proof First
Before requesting a customer reference, always make full use of the sales resources available to you.
These include:

- Industry-specific case studies.
- Written customer testimonials.
- Video testimonials.
- Pilot summaries and implementation stories.
- Customer outcome data.
- Independent industry statistics and supporting evidence.
- Product demonstrations.

In many cases these resources provide everything a prospective customer needs to move forward.

Remember, confidence is built through evidence. A strong case study combined with a live demonstration is often more persuasive than a reference call.

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Customer References & Social Proof

When to Request a Reference

Customer reference conversations should normally be reserved for:

- Enterprise opportunities.
- Multi-site or multi-region deployments.
- Strategic partnerships.
- Final procurement or due diligence stages.
- Situations where the customer specifically requests to speak with an existing client.

Reference conversations should never be offered as the first step in establishing credibility.

Before Requesting a Reference

Before asking us to arrange a customer introduction, ask yourself:

- Have I shared the relevant case studies?
- Have I provided customer testimonials?
- Have I shared the pilot outcomes?
- Have I answered any technical or security questions?
- Has the customer seen a live demonstration?
- Is speaking with an existing customer genuinely the final step before a purchasing decision?

If the answer to all of these questions is yes, a customer reference may be appropriate.

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Customer References & Social Proof

Requesting a Reference

If you believe a reference conversation is required:

- Discuss the opportunity with the OurLens team.
- Explain why the customer is requesting a reference.
- Confirm the current stage of the sales opportunity.
- Do not promise a specific customer introduction without approval.

Where appropriate, we will identify the most suitable organisation and arrange an introduction.

Matching the Right Reference to the Right Opportunity

Not all references carry the same weight.

Whenever possible, we aim to introduce prospective customers to organisations that face similar operational challenges and work within the same or a closely related sector.

People naturally place greater trust in the experiences of their peers. A hospital executive wants to hear from another healthcare organisation. A retail operations manager wants to hear from another retailer. An events manager is more likely to relate to another organisation responsible for managing public events.

Where reference conversations are appropriate, we will always try to match organisations by sector and use case.

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Customer References & Social Proof

Preferred Reference Matches

Healthcare
Hospital, health system, home care provider, rehabilitation service or community healthcare organisation.

Residential Care
Care home, supported living provider or reablement service.

Local Government & Public Sector
Local authority, council department or public service organisation.

Retail
Retail chain, supermarket, shopping centre or multi-site retailer.

Hospitality
Hotel group, restaurant chain, leisure venue or visitor attraction.

Manufacturing & Industrial
Manufacturing facility, warehouse, logistics provider or industrial operation.

Facilities Management
Facilities management company, commercial property operator or estate management organisation.

Events & Venues
Event organiser, local authority events team, exhibition venue, stadium or conference centre.

If an exact sector match is not available, we will identify an organisation with similar operational challenges, such as managing multiple sites, supporting remote teams, coordinating volunteers or improving environmental safety.
The objective is not simply to demonstrate that OurLens™ works. It is to help prospective customers see how it works in an organisation that looks and operates like their own.

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Customer References & Social Proof

Protecting Our Customers

Every customer who agrees to act as a reference is doing us a valuable favour. Our responsibility is to protect those relationships by ensuring reference conversations remain meaningful and infrequent.

That means we:

- Keep reference requests to a minimum.
- Match prospects carefully.
- Ensure conversations are purposeful.
- Avoid repeatedly approaching the same organisations.
- Respect our customers' time and operational commitments.

Strong customer relationships are one of OurLens™'s greatest assets, and we intend to keep them that way.

A Better Way to Build Trust

The most successful sales professionals rarely rely on customer references alone. Instead, they build confidence by combining:

- A clear understanding of the customer's operational challenges.
- Relevant industry statistics.
- Independent supporting evidence.
- Customer testimonials.
- Sector-specific case studies.
- Pilot outcomes and measurable results.
- A live demonstration of the product.

When a prospective customer understands the problem, sees how OurLens™ addresses it, recognises the simplicity of implementation and can clearly see the potential value to their organisation, a customer reference often becomes a final reassurance rather than a deciding factor.

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Customer References & Social Proof

Suggested Language When Offering a Reference

Rather than saying:
"We can put you in touch with one of our customers."

Try saying:
"We have customers across healthcare, public sector, retail, manufacturing, hospitality, facilities management and events. If, after reviewing our case studies, pilot outcomes and demonstration, you feel it would be helpful to speak with an organisation facing similar challenges, we're happy to arrange an introduction where appropriate."

This positions reference conversations as a tailored part of the buying journey rather than the primary source of credibility, while demonstrating the breadth of organisations successfully using OurLens™.

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Evidence & Sources Guide

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Evidence & Sources Guide

Where Indoor Falls Happen & Why

Most Falls Happen Indoors

- The Fact: Between 70% and 79% of all fall-related injuries for older adults happen indoors, predominantly inside the home.
- The Source: Preferred Care at Home / Emergency Department Data Analysis.
- How Reps Use It: Show hospital discharge directors and home health leads that the biggest clinical and financial risk isn't outdoors—it is inside the patient's home environment.

The Top Risk Rooms

- The Fact: The three most dangerous areas in a home for older adults are the bedroom (25% to 30% of falls), stairs (15% to 23%), and the bathroom (13% to 23%).
- The Source: National Institutes of Health (NIH).

The Nighttime "Bed-to-Bathroom" Risk

- The Fact: Over 70% of nighttime home falls happen along the path from the bedroom to the bathroom. They are mainly caused by low lighting, sudden nighttime urgency, dizziness upon standing, and floor clutter like slippers, clothing, or unsecured rug edges.
- The Source: Geriatric Clinical Research & Journal of Housing for the Elderly.

Fixable Home Hazards Cause Half of All Falls

- The Fact: Roughly 31% to 50% of home falls are directly caused by environmental factors that can be easily modified—such as throw rugs, poor lighting, slick floors, and clutter.
- The Source: Centers for Disease Control and Prevention (CDC STEADI Guidance) & World Health Organization (WHO).

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Evidence & Sources Guide

The Science of "Clutter Blindness"

Why Busy Staff Miss Obvious Hazards (Inattentional Blindness)

- The Fact: When people are focused on a specific task or under high cognitive workload, up to 50% fail to notice obvious visual hazards directly in their line of sight.
- The Source: Chabris & Simons (The Invisible Gorilla Study)

Why Families Stop Noticing Hazards (Familiarity Blindness)

- The Fact: Seeing the same home environment every day causes the brain to switch from active visual scanning to automatic visual filtering. Routine hazards (like loose rug edges or trailing power cords) fade into background noise.
- The Source: Cove Center / Applied Ergonomics Studies

Visual Clutter Delays Hazard Detection

- The Fact: Eye-tracking studies prove that high levels of room clutter significantly delay how quickly the human eye spots real trip and fall risks.
- The Source: ResearchGate / Inspection Ergonomics Studies.

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Evidence & Sources Guide

US Healthcare, Post-Acute & Family Caregiver Outcomes

Decluttering Reduces Falls by 26%

- The Fact: Environmental hazard checks that focus on decluttering, clearing walkways, and removing floor obstacles reduce overall fall rates in older adults by 26%.
- The Source: Cochrane Systematic Review (Clemson et al., 2023).

Targeted Decluttering Cuts High-Risk Readmissions by 38%

- The Fact: For high-risk cohorts—such as recent hospital discharges or patients with a history of falling—removing environmental hazards reduces falls by 38%.
- The Source: Cochrane Database of Systematic Reviews (2023).

US Retail & Commercial Operations

Slips and Trips are the #1 Customer Injury Claim

- The Fact: Slips, trips, and falls cause over 50% of all third-party customer general liability claims in retail stores.
- The Source: National Floor Safety Institute (NFSI).

80% of Retail Trips are Caused by Temporary Clutter

- The Fact: Over 80% of retail trips are caused by easily movable, temporary floor hazards—such as promotional display overhangs, stray hangers, unspooling packaging straps, buckled entryway floor mats, and dropped merchandise.
- The Source: National Floor Safety Institute (NFSI).

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Evidence & Sources Guide

US Workplace, Industrial & Facilities Management

Same-Level Trips Cause 25% to 27% of Lost-Time Injuries

- The Fact: Slips, trips, and falls are the second leading cause of non-fatal workplace injuries in the US, accounting for 25% to 27% of all workplace injuries requiring days away from work. Over 65% of these happen on the same level due to temporary clutter, trailing cables, or uneven mats rather than falling from height.
- The Source: U.S. Bureau of Labor Statistics (BLS) & OSHA Safety Data.

Housekeeping Failures Drive 40%+ of Workplace Trip Accidents

- The Fact: Poor workplace housekeeping, such as objects left in walkways, trailing electrical leads, and temporary storage in corridors, is a primary contributing factor in over 40% of all reported workplace trip injuries.
- The Source: OSHA / Health & Safety Workplace Audit Data.

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Customer Referral Programme

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Customer Referral Programme

Rep Guide

Refer. Reward. Repeat.
Our existing customers can be some of our strongest advocates.
The OurLens™ Customer Referral Programme gives organisations an additional incentive to introduce OurLens™ to another organisation that could benefit from rapid, simple environmental assessments.
When a referred organisation becomes a paying OurLens™ customer, the referring organisation receives bonus assessment capacity based on the value of the new customer's initial purchase.

The Referral Rewards

New Customer Purchase	Referring Organisation Receives Bonus Scan Credits
Micro Pilot	250
Regional Pilot	500
Enterprise Pilot	1000

The reward is based on the initial qualifying purchase made by the referred organisation.
There is no cash payment to the referring organisation. The reward is provided as additional OurLens™ scan credit capacity.

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Customer Referral Programme

Keep it simple.

Suggested wording
"If you know another organisation that could benefit from OurLens, we'd be very happy for you to introduce them to us. If they go ahead and become a customer, we'll give your organisation additional assessment capacity as a thank you."
If they ask how much:

"It depends on the package they choose. A $995 pilot generates 250 bonus assessments for you, a $3,995 pilot generates 500, and a $12,995 pilot generates 1,000."

Who Should Customers Refer?
Encourage customers to think about organisations with similar operational challenges.
Potential referrals include:

- Sister organisations or departments.
- Other sites within their network.
- Partner organisations.
- Other healthcare providers.
- Care organisations.
- Local authorities and public sector teams.
- Retail organisations.
- Facilities management companies.
- Hospitality businesses.
- Manufacturing or industrial organisations.
- Events teams and venue operators.
- Organisations managing multiple locations or frontline teams.

The strongest referral is usually someone who has a similar problem, rather than simply someone the customer knows.

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Customer Referral Programme

How the Referral Works

Customer makes an introduction
The customer can introduce the organisation directly to their OurLens™ representative or ask the organisation to mention them when they contact us.

Rep qualifies the opportunity
Treat the referral like any other new prospect.
Understand:

- What the organisation does.
- What environmental safety challenges they face.
- How many locations or teams may use OurLens™.
- Their likely assessment volume.
- Whether a pilot or larger deployment is appropriate.

Customer purchases
The referred organisation purchases a qualifying OurLens™ package.

Payment is received
The referral reward is triggered once the qualifying customer invoice has been paid in full.

Bonus capacity is added
The referring organisation receives the appropriate bonus assessment capacity.

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Customer Referral Programme

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Customer Referral Programme

Important Referral Rules

The referred organisation must be new

The referral must be a new OurLens™ customer

Referrals will not normally qualify where the organisation:

- Already has an active OurLens™ account.
- Is already an existing customer.
- Is already in an active sales process with OurLens™.
- Is a subsidiary or related entity already covered by an existing agreement.

If you are unsure whether a referral qualifies, check with the OurLens™ team before promising the reward.

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Customer Referral Programme

Important: Don't Promise the Reward Before Qualification

IReps should not guarantee a referral reward until the referral has been confirmed as qualifying.
If there is any uncertainty about whether the organisation is genuinely new, speak to the OurLens™ team before confirming the reward to the customer.
This protects both the customer relationship and the integrity of the referral programme.

Positioning the Reward

The referral programme should be positioned as a thank-you for helping another organisation discover OurLens™, rather than as a sales commission or discount.

Say:
"We'll add some additional assessment capacity to your account as a thank you."

Avoid:
"We'll give you free scans because you sold us a customer."
The first approach feels like a customer benefit. The second makes the relationship feel transactional.

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Customer Referral Programme

Why This Works

The referral programme creates a simple three-way benefit:

The Referring Organisation
Receives additional assessment capacity.

The New Customer
Gets access to a simple environmental safety solution.

OurLens™
Grows through trusted recommendations from existing customers.

The strongest referrals often come from organisations that already understand the value of OurLens™ and can explain the practical benefits to their peers.

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Customer Referral Programme

Rep Tip: Ask at the Right Time

Don't wait until the customer has been using OurLens™ for months.

A natural time to introduce the programme is when they have:

- Successfully completed their first deployment.
- Received positive feedback from their team.
- Identified useful applications in additional areas.
- Started discussing wider deployment.
- Told you they know another organisation facing the same challenge.

Example

"It sounds like the team are getting good use out of it. We actually have a referral programme for existing customers. If you know another organisation that would benefit from the same approach, we'd be happy to speak with them. If they go ahead, we'll add bonus assessment capacity to your account as a thank you."

The One-Line Version

If you only have a few seconds:
"Know another organisation that could benefit from OurLens? Introduce them to us and, if they become a customer, we'll reward you with up to 1,000 bonus assessments."

Remember

Don't sell the referral programme.
Use it as a natural thank-you and an additional reason for satisfied customers to introduce OurLens™ to their peers.
Refer. Reward. Repeat.

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Sales Rep Resource Hub

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Sales Rep Resource Hub

Everything You Need to Pitch, Prospect, and Close Deals

As an OurLens™ Sales Representative, you have access to a dedicated online portal designed to support your work
Access Your Portal Here: www.ourlives.com/sales

Email & Communication Setup

From your rep page, you can access all your official communication tools:

- Webmail Access: Log into your official webmail directly through the portal browser link.
- Email Client Setup: You can set up access to your .ourlensai.com email on your own email client if you wish, instructions on how to do this will be contained in an email in your inbox, when you first log in.
- We will provide you with an interim password, please remember to change this once you have access
- Email Signature Footer: Download your branded email footer image complete with OurLens™ branding and your direct contact details

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Sales Rep Resource Hub

Collateral & Print Assets

Access all official digital and physical marketing assets in one location:

- Digital Downloads: instantly download 1-page pilot offer sheets, technical zero-IT specs, and case study PDFs and video content.
- Print Orders: Request professional print copies of one-pagers & other assets including business cards and promotional materials. These items will be ordered and sent to the address you have supplied us with unless otherwise specified.

Pitch Decks & Interactive Live Demos

Each deck features sector-specific data, compliance metrics, and industry case studies.

- Selecting Your Deck: Choose the presentation that best aligns with the organization you are pitching.
- Custom Stats & Decks: If you are pitching to an industry or unique enterprise not covered in the library, request a custom deck via the portal. Our team will gather the relevant sector statistics and compile a tailored presentation for your call. Please allow sufficient time for custom deck requests.

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Sales Rep Resource Hub

Live Interactive Demos (In-Pitch Scanning)

Every pitch deck ends with an interactive live testing slide featuring a QR code. Potential clients can scan the code during your presentation to run a live 10-second hazard sweep on their own mobile devices.

- Live Test Access Codes: Default demo codes include 10 free test scans.
- White-Labelled Codes: You can request custom, white-labelled access codes bearing your prospective client's company name for pitch meetings, we will send them over to you via email
- Request Notice: Please submit requests for custom white-labelled access codes through the portal with at least 48 hours' notice.

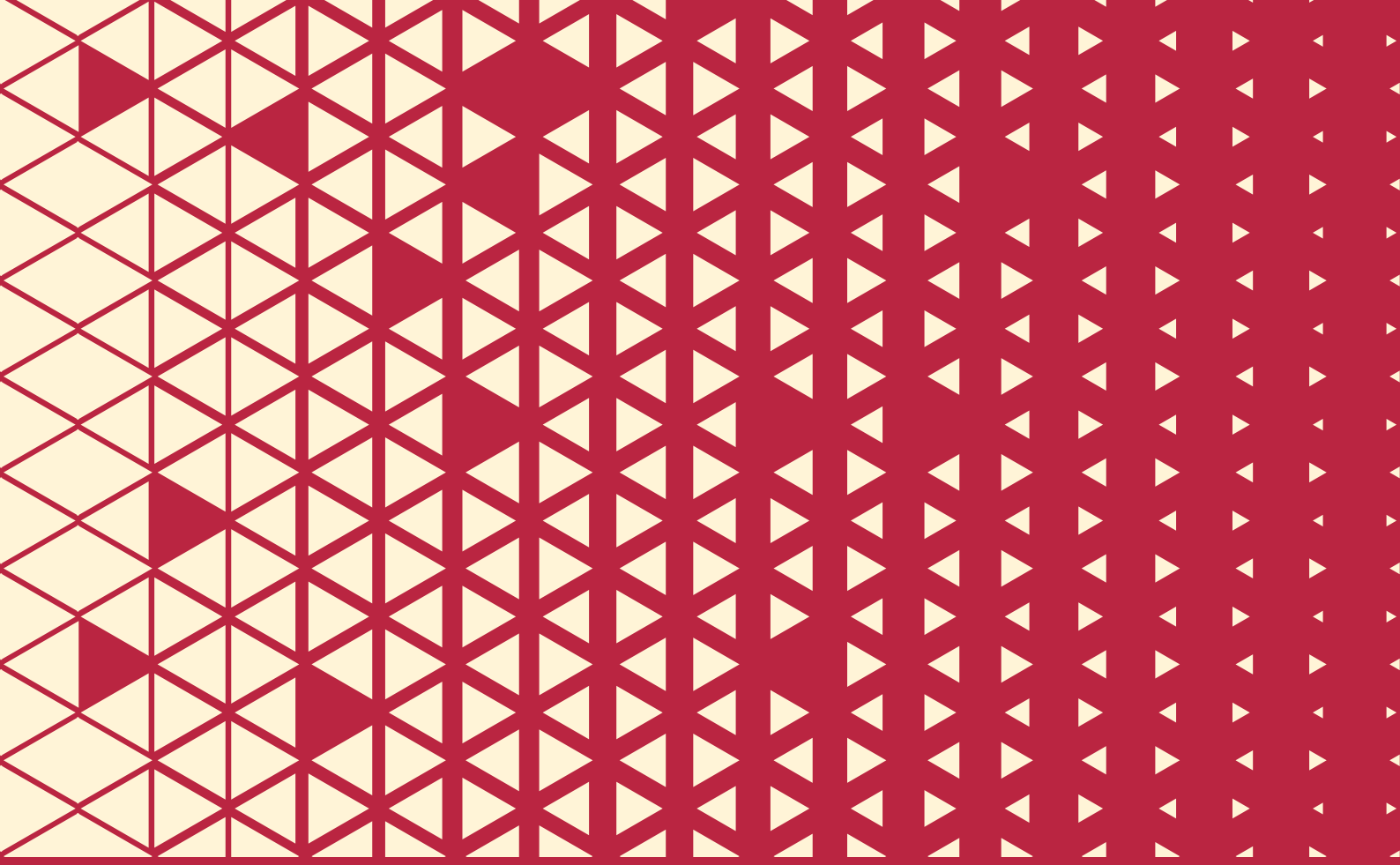
Order Submission & Invoicing

When a customer is ready to move forward with a purchase.

- Submit via the Rep Portal: Place the order directly using the digital order form on your sales rep portal page.
- Include Negotiated Details: Be sure to enter any specific client notes, custom scope requirements, or negotiated pricing agreed upon during your pitch.
- Invoice Issuance: Once our team receives your submitted form, we will generate and send the formal invoice directly to the client to complete payment, issue their site access codes, and schedule their 30-minute implementation session.

Need Technical Support or Custom Assets?
Contact the Partner Support Team via email support@ourlensai.com
(Mon-Fri, 48-hour SLA on custom requests).

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