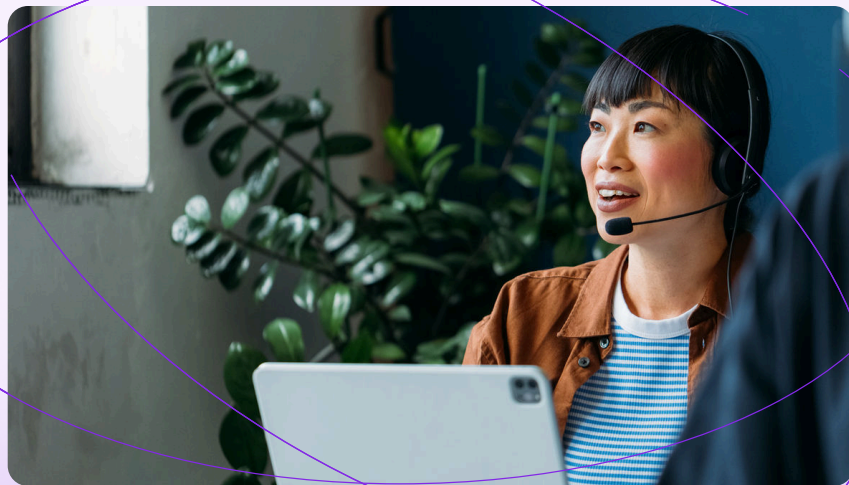




SALES REP QUICK START GUIDE:

How to **Win** with Parachute



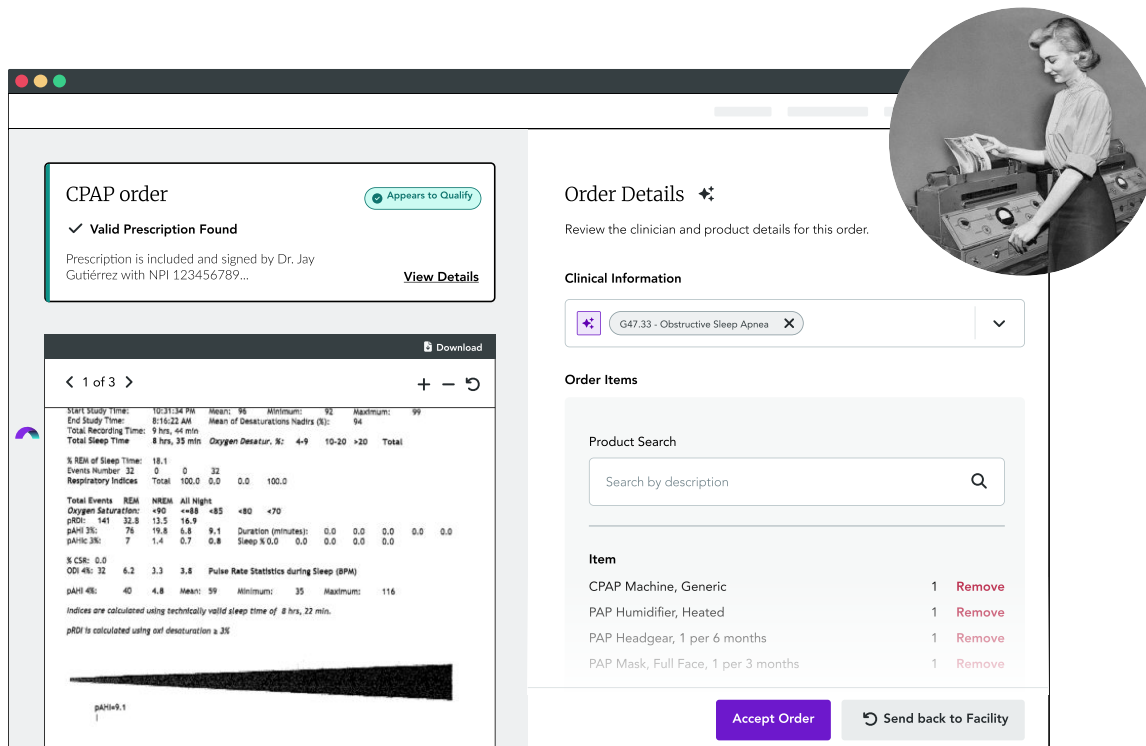
INTRODUCTION

What is Parachute Health?


Parachute is a digital ordering platform for DME—it replaces fax with a faster, cleaner way to submit and track orders.


WHAT USERS SAY

“It’s like the Amazon of DME ordering—simple, fast, and trackable.”



The screenshot displays a CPAP order summary on the left and order details on the right. The order summary includes a 'Valid Prescription Found' status, signed by Dr. Jay Gutiérrez. The clinical information section shows 'G47.33 - Obstructive Sleep Apnea'. The order items list include a CPAP Machine, PAP Humidifier, PAP Headgear, and PAP Mask, each with a 'Remove' option. At the bottom, there are buttons for 'Accept Order' and 'Send back to Facility'.

 **Fax**
Manual, slow, error-prone

 **Parachute**
Digital, fast, complete

WHAT USERS SAY

“It’s the easiest way for clinicians to send orders—no fax, no follow-up, no hassle.”

YOUR UPSIDE

Why Turn Clinicians onto Parachute

Parachute is the fastest way to hit your quota and grow your commissions.

2-15x

More New Patient Orders

Reps who introduce clinicians to Parachute get 2-15x more orders than their competitors

What is Order Share?

If a clinician sends 10 orders a month, you might get 2-3 on fax. **By converting them to Parachute, you get 7-10.**

98%

Acceptance Rate

Orders submitted through Parachute vs 50% on fax. More completed orders = more revenue you actually get paid on



Get Paid Faster

Orders submitted through Parachute have a 98% acceptance rate vs 50% on fax. More completed orders = more revenue you actually get paid on.



Stop Chasing Paperwork

Clean orders mean you can focus on new business instead of doing admin work. Focus on tomorrow's new business, not chasing yesterday's paperwork.



Growth Compounds Over Time

Every activated clinician becomes a recurring commission source instead of having to chase documents on orders which costs time that could be spent growing your business.



You Don't Have to Sell Anything

Your only job is to introduce the ordering user to your Parachute specialist and they'll handle everything else.

ADDRESSING OBJECTIONS

You Might be Thinking...

"This isn't really my responsibility"

Reality:

- ✓ It directly impacts your numbers
- ✓ More activated clinicians = more orders
- ✓ More orders = more commission
- ✓ Less friction = faster payouts

This is one of the highest-leverage things you can do to grow your book

"I don't want to lose orders to other suppliers"

Reality:

- ✓ The opposite happens
- ✓ Clinicians tend to stick with the rep who introduces eRx
- ✓ That rep becomes the default supplier
- ✓ Order share increases 2-15x (not decreases)

If you don't introduce it, someone else will—and they'll take that business

➡ Next Step:

Book a Parachute Demo with your local AE and ensure you capitalize on being the first supplier to implement Parachute take order share from your competitors.

"Chasing paperwork is part of my job and gets me access to providers"

Reality:

- ✓ It doesn't have to be
- ✓ That time doesn't generate revenue
- ✓ It slows down commissions
- ✓ It keeps you out of the field
- ✓ Seeing providers because of order issues is not access, it's custodial work

The best reps spend time driving new orders—not fixing old ones

"I don't know how to sell this"

Reality:

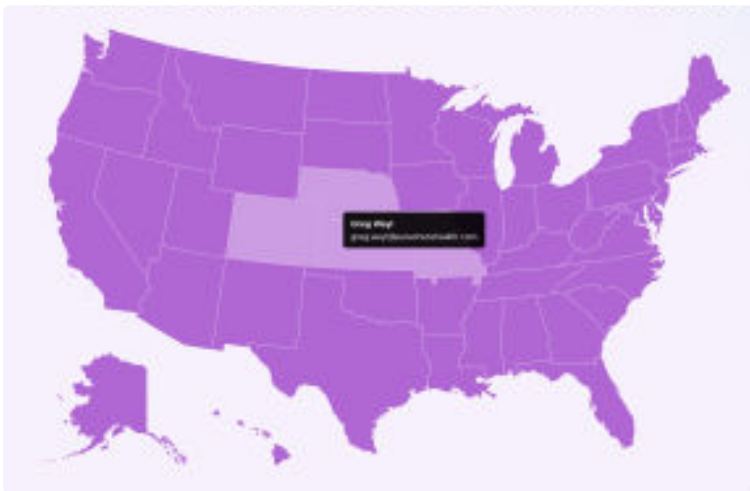
- ✓ You're not selling it
- ✓ You're just connecting them to your Parachute rep
- ✓ No pitch, no closing, no pressure

If you can say "want a quick walkthrough?" you can do this

MAKING THE CONNECTION

How to Connect a Referral in 30 Seconds

- Your job is NOT to sell Parachute.
- You are just: Introducing clinicians to Parachute, and your Parachute rep (CAE)
- Who is my Parachute rep? Your rep is called a Clinical Account Executive (CAE) and they are your primary point of contact when making a referral. They turn your referral into an ordering user.



Meet Your CAE

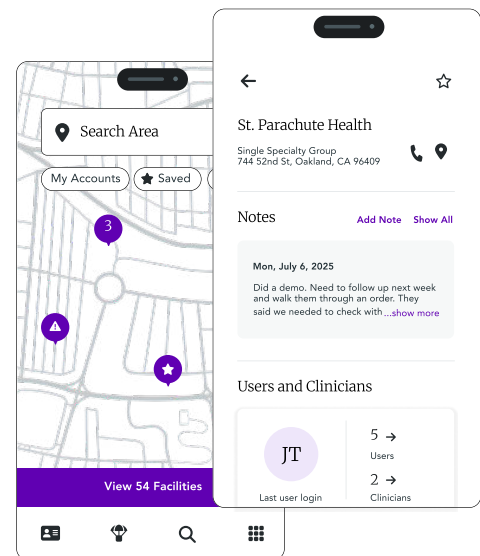
Use the map to find & contact your CAE, book demos, access resources:

parachutehealth.com/salesreps

Download The Mobile App



- Go to the More Tab on the Mobile app
- Enter the zip code of the Facility
- Book directly with local CAE based on availability



THE APPROACH

Before & During Your Office Visit

BEFORE YOU ENTER THE OFFICE

1

Log into your Parachute Sales App

Search for the facility and see which clinicians are already on Parachute (so you know who to target)

2

Identify key contacts & opportunities

Find high volume Parachute users and see which clinicians are NOT on Parachute. These are your opportunities.

3

Determine your approach

Are you adding your catalog to a facility who already uses Parachute or teaching a facility about digital ordering so they can start placing orders through Parachute?

IN THE OFFICE

Ask:

"Who handles your DME orders?"

If they're busy

Grab: Name, Facility, Email, Phone.

Pro Tip: Take a photo of their business card.

YOUR SCRIPT

Many of my providers have switched to digital ordering—it's faster than fax and eliminates the back-and-forth. Want a quick walkthrough? The best part is you can track all orders in real time.

HANDLING CONCERNS

Common Clinician Concerns

"This sounds like more work"

Reality:

- ✓ No, it simply replaces work you're already doing
- ✓ Today: fax → follow up → fix docs → resend → chase again
- ✓ With eRx: done once, correctly
- ✓ You're trading repetitive cleanup for a single, faster step

Pro Tip: Remind someone of a recent order where the initial fax sent ended up delaying the order, while requiring more work from the provider.

"Fax already works for me"

Reality:

- ✓ Faxes only have a 50% first time acceptance rate
- ✓ You then have to go back and forth with the supplier
- ✓ Orders get delayed or lost
- ✓ PH minimizes risks on every single order

Pro Tip: Suggest a 'Parachute Test Drive' where someone places 5 Parachute orders and 5 Fax orders in a relatively close amount of time

"I don't have time to learn something new"

Reality:

- ✓ It will become second nature after 3 orders
- ✓ Most clinicians start without any training
- ✓ For those who prefer guidance, a 30-minute session is all it takes
- ✓ 3 orders in, you'll wonder why you ever did it any other way

Helpful Tips to Share

- No long term commitment
- Free for them
- CAE handles setup and training
- Saves office time
- Orders qualified up front

WHAT HAPPENS NEXT

After You Make the Introduction

Your CAE will:



Run the demo/trainings

You can join if you want!



Set up the account

Complete white glove service with a human at each step



Help place the first order

Ensure they're fully activated and comfortable

Your Upside

You get the first orders from that clinician. You get "pinned" as their preferred supplier.

Adoption Rate

95% of clinicians adopt after a single demo. Once a clinician places 3 orders, very few return to fax.

YOUR SIMPLE SUCCESS METRIC

1-3

Clinicians Intros Per Week

You're doing it right if you're introducing 1-3 clinicians to your CAE per week

3.2x*

More Orders

On average, reps who activated 5+ new clinicians per month averaged 3.2x more orders than reps who didn't

WHAT CLINICIANS SAY

The suppliers I use are the ones that have a specific rep that has contacted me and opened a line of communication so that I can easily contact them and discuss patient issues or concerns.

*Performance data from a single customer account. Individual results will vary based on activation approach, market, and patient volume.