

Dealer Benefits

							
Dealer Margin	+	+	- -	+	+	-	- -
Recurring Revenue	++	-	- -	-	- -	+	- -
Amazon availability	- -	+	++	+	++	+	++
Uniform Pricing	++	- -	- -	- -	- -	- -	- -
Staff Training	+	+	+	- -	- -	- -	- -
Free POS material	+	- -	+	+	- -	- -	- -

Topic arguments

1	O-Care offers dealers the highest margins since customers don't buy from others online. While the brand ranks second for single-unit purchases, subscription sales further enhance the overall picture.
2	In-store product sales, don't qualify as recurring revenue. Competitors lack a subscription model like the O-Care Comfort Concept which ensures recurring revenue and consumer loyalty without additional work for the dealer.
3	O-Care does not sell on Amazon or similar platform because our dealer base is key and need to benefit long term when they endorse and promote O-Care
4	Competition on price is a race to the bottom without winners. So the price is steady and we do not sell on Amazon or similar platform because our dealer base is key and need to benefit long term when they endorse and promote O-Care
5	O-Care offers online training that's always accessible online to support staff turnover and motivation, plus one-on-one personal training can be scheduled.
6	All point-of-sale material is free and dealer-customized which forms an integral part of our subscription sales process.