



Sales Messaging



TASKA's mission



Is to instill **confidence** through innovation, enabling others to unlock life's full potential.



Your mission is to share **why, how & what** we do to turn this purpose into reality.



Like anything, if we want to be good at something we need to **practice**, today is about doing just that.

Your personal brand- 60 seconds

Using your authentic voice introduce TASKA summarising what we stand for to realise our mission to instill confidence through innovation and unlocking life's full potential.

Redefining prosthetics. Transforming lives.

- TASKA is the **global leader** in myoelectric multiarticulating hands, with a mission to **instil confidence** through innovation, enabling others to unlock life's full potential
- TASKA has 2 main products, the Gen2 and more recent CX hands
- What sets TASKA apart is the **real-life practicality** of our hands, with all models being **reliable, waterproof and easy** to use.
- It's through this that we've earned a reputation as the **number one hand, trusted by upper limb specialists** across the globe.



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Introducing TASKA Hands

Using your authentic voice introduce the two models of hand that TASKA produces, and how these hands enable users to achieve confidence, whether that is through aesthetics or function.

TASKA HandGen2

—
The original. Designed for life.

TASKA built its reputation with the launch of the Gen1 and subsequent Gen2 hand.

- Through this, TASKA set a new benchmark for what a multi-articulating hand should be
- Reliable, waterproof and built to last, the Gen2 hand was designed to stand up to the rigours of daily life
- Not only this, but by incorporating a number of additional features that made every-day tasks easier, the TASKA HandGen2 helped users to stay active and independent.



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TASKA CX™

Confidence without Compromise

The CX represents the new generation in multi-articulating hand technology

- TASKA took all of the fantastic features of the Gen2, including the reliability and waterproofing, and refined this into the beautiful new package that is the CX.
- With enhanced aesthetics, faster & stronger grip performance, weight reductions, and touch screen compatibility, the CX is now the gold-standard in multi-articulating hands.
- The CX empowers users to utilise the latest technology to achieve independence... without compromising on weight, speed, or aesthetics.



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Pitching the TASKA CX™

We will now take a deep-dive into presenting the TASKA CX hand, focusing on the 3 key product pillars:

Refined, Reliable, Empowering

Key sales principles for adoption

- Storytelling is the most powerful form of selling.
Why?
- Targeted questions drive more connection than statements.
Why?
- Understanding the customer and customising to their needs (what needs are not being met) is critical in enlisting engagement.
Why?
- Challenging the customer to think differently to realise a significant solution drives differentiation.
Why?
- 'Because' is one of the most powerful words in the English language when negotiating / influencing.
Why?
- Confidence is built from mutual alignment to the goals – Power Core is a product focused on empowering the CPO.
Why?

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Goals for sales pitches

- Establish ourselves as experts in the field.
- Use social proof to demonstrate market leadership.
- Build an emotional tie to the confidence of using TASKA products.
- Present TASKA features and benefits as solutions to the most common problems in upper limb prosthetics.

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Refined

Lightweight. Aesthetic. Refined motion.

TASKA is **uncompromising**, with a commitment to producing the best **quality** products on the market. Every element is carefully **considered**, using customer feedback to develop beautiful products that enable users to seamlessly integrate their hand into their daily life.

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Confidence - **refined**

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TASKA's commitment to **quality**
– every element is **considered:**

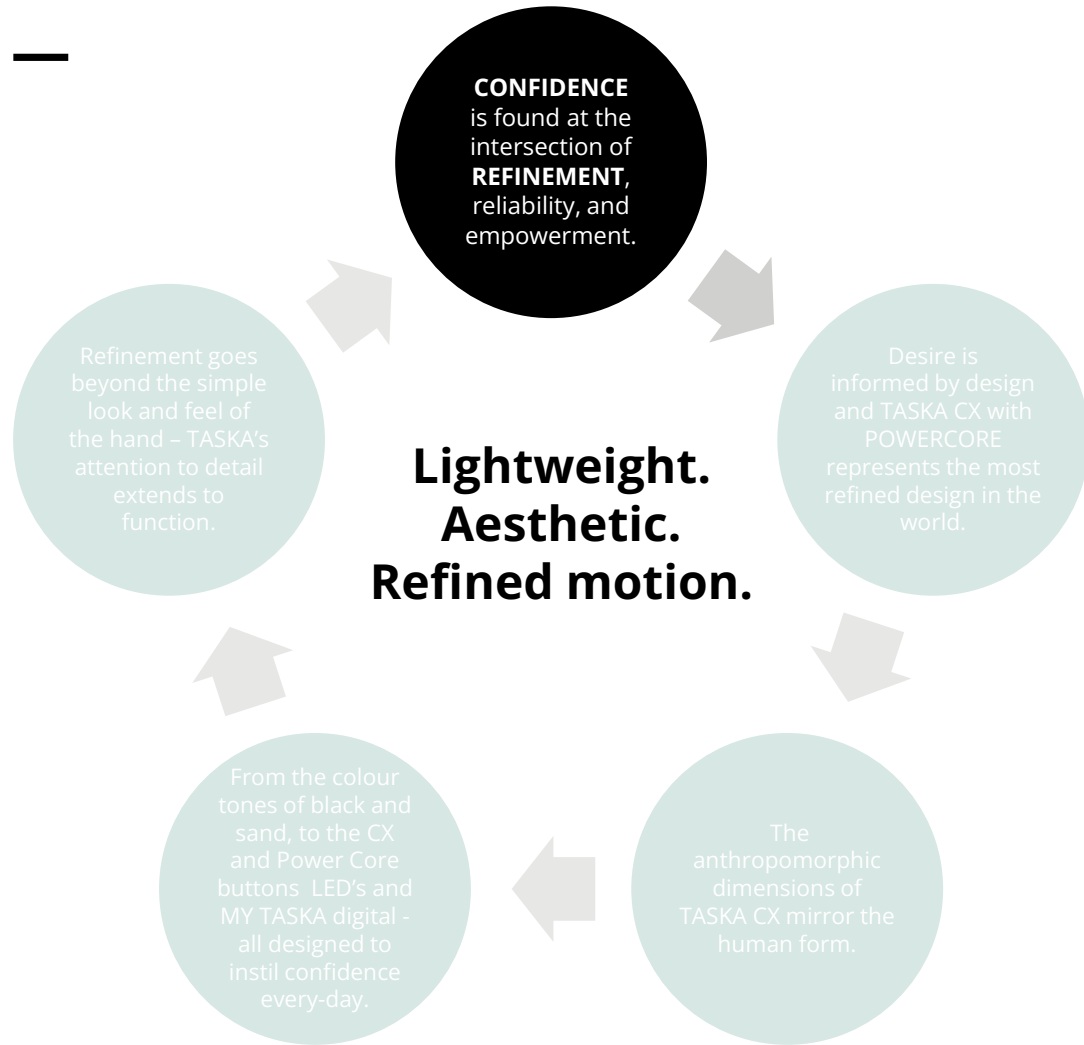
- Natural form & proportions.
- Aesthetics.
- Smooth, quiet, fast motions.
- Social function.
- Embodiment / identity.

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Refined



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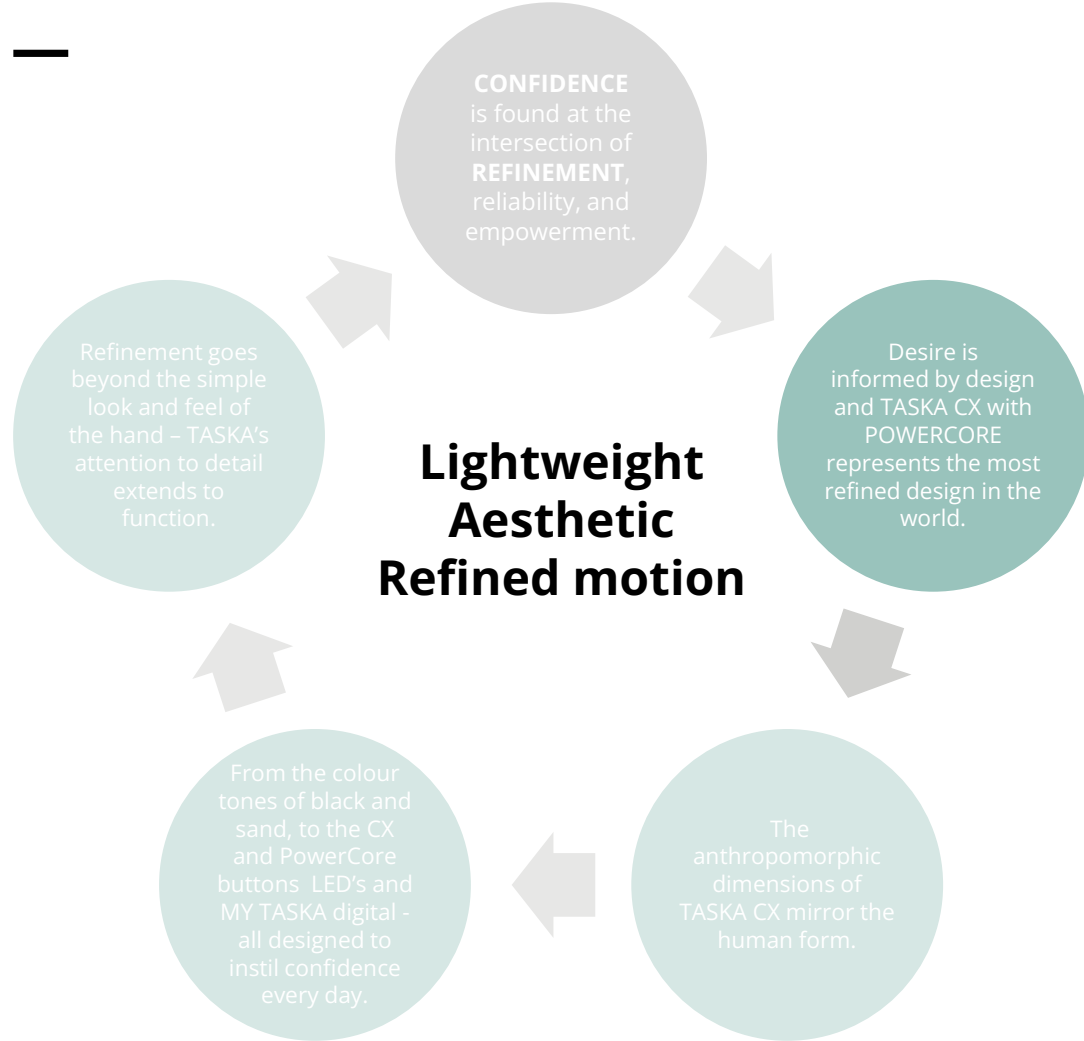
ACTION:

Pass around the CX small / medium without the wand - highlight how light it is.

TALKING POINT:

TASKA has done an amazing job of incorporating a number of features into the hand, without compromising weight. In fact, the CX is the world's lightest multi-articulating hand with an adjustable flexion wrist.

Refined



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ACTION:

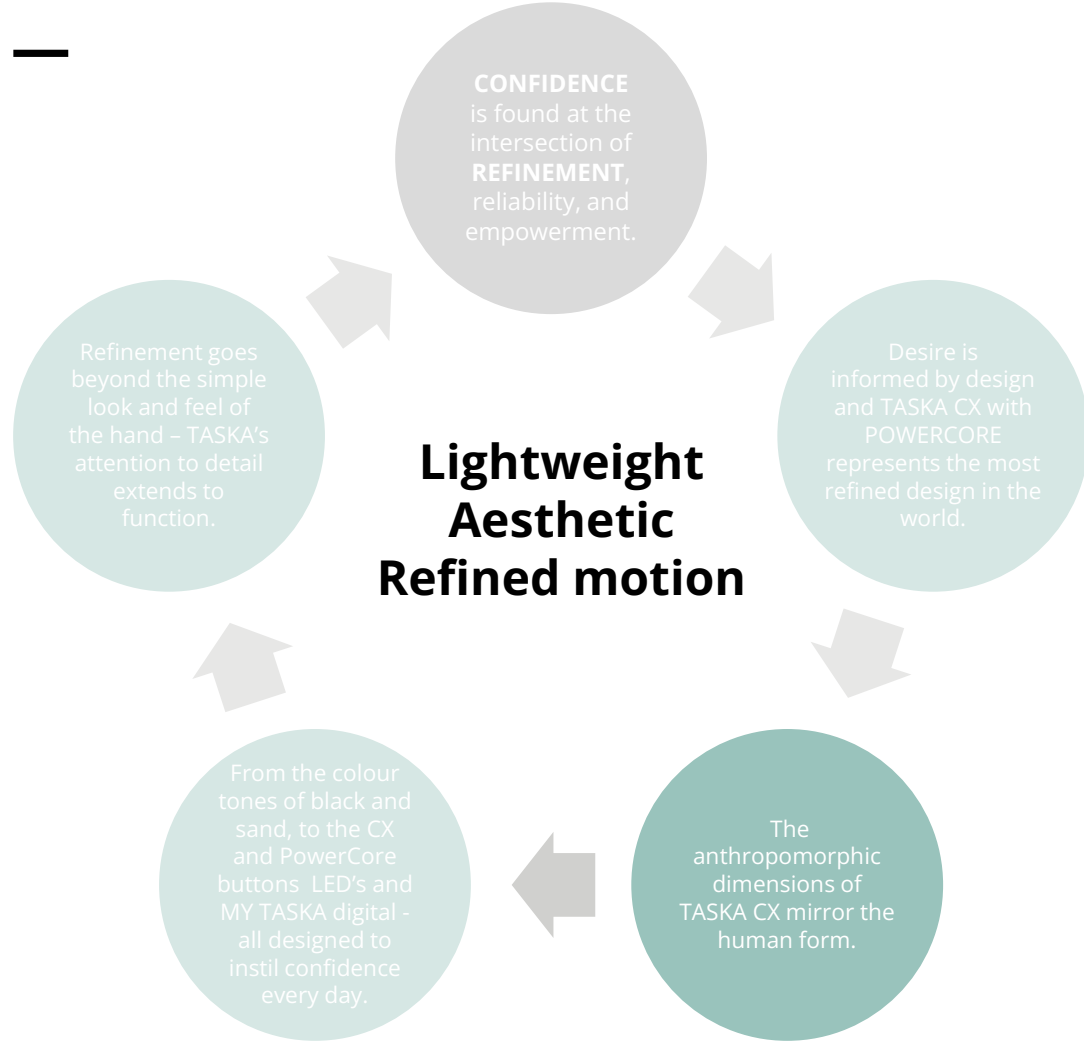
While they are exploring the hand, speak to what TASKA values in design.

TALKING POINT:

Ask what they think about the look and feel of the hand? Point out key aspects:

- Natural shape & proportions, with sleek contours.
- Beautiful finish.

Refined



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ACTION:

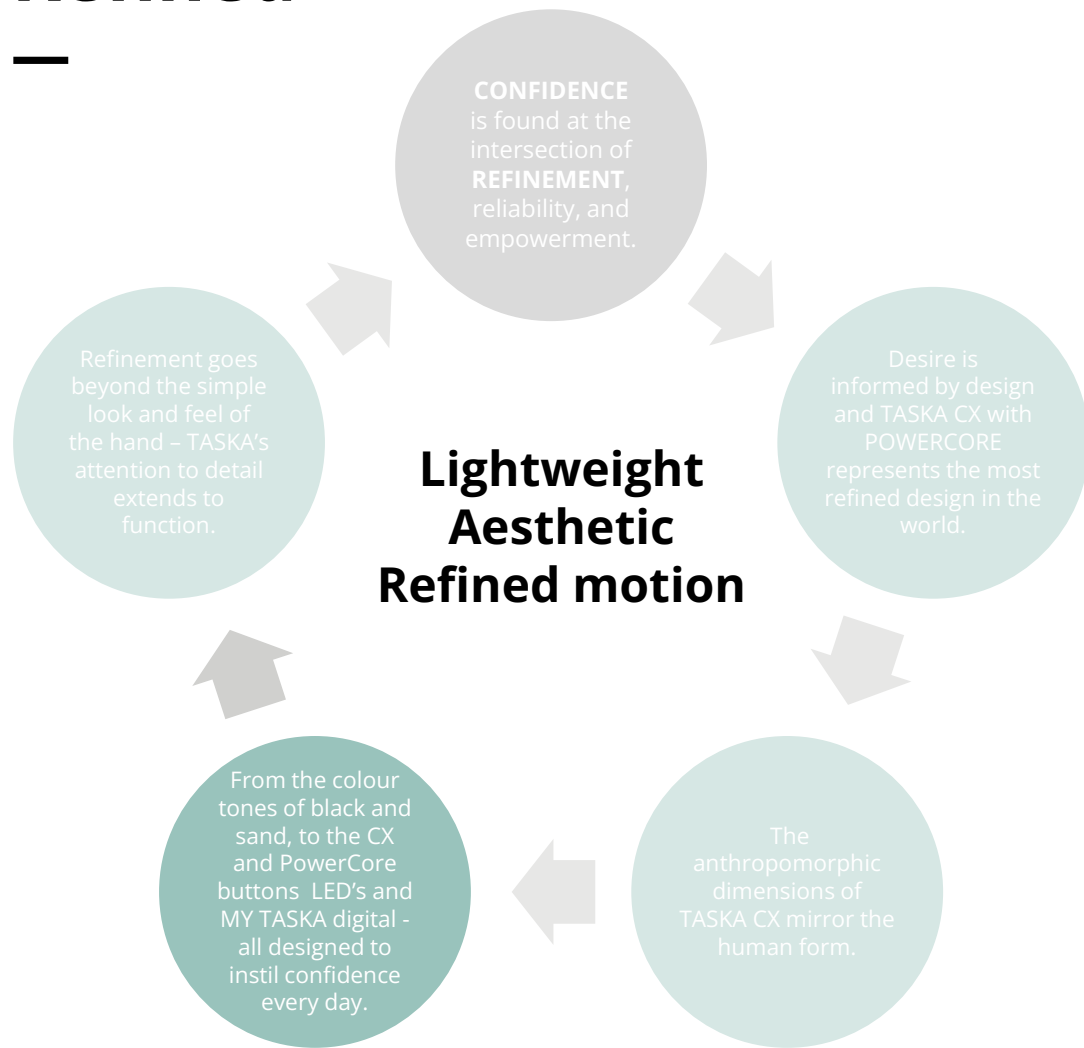
Discuss the importance of having a hand that matches natural proportions.

TALKING POINT:

For users who value appearance as much as function, the Taska Hand is built with natural proportions, ensuring a realistic look that closely mirrors the human hand.

Even when a cosmetic glove is used, a hand can look unusual if it has unnatural proportions.

Refined



ACTION:

Discuss the attention to detail in the appearance of the hand.

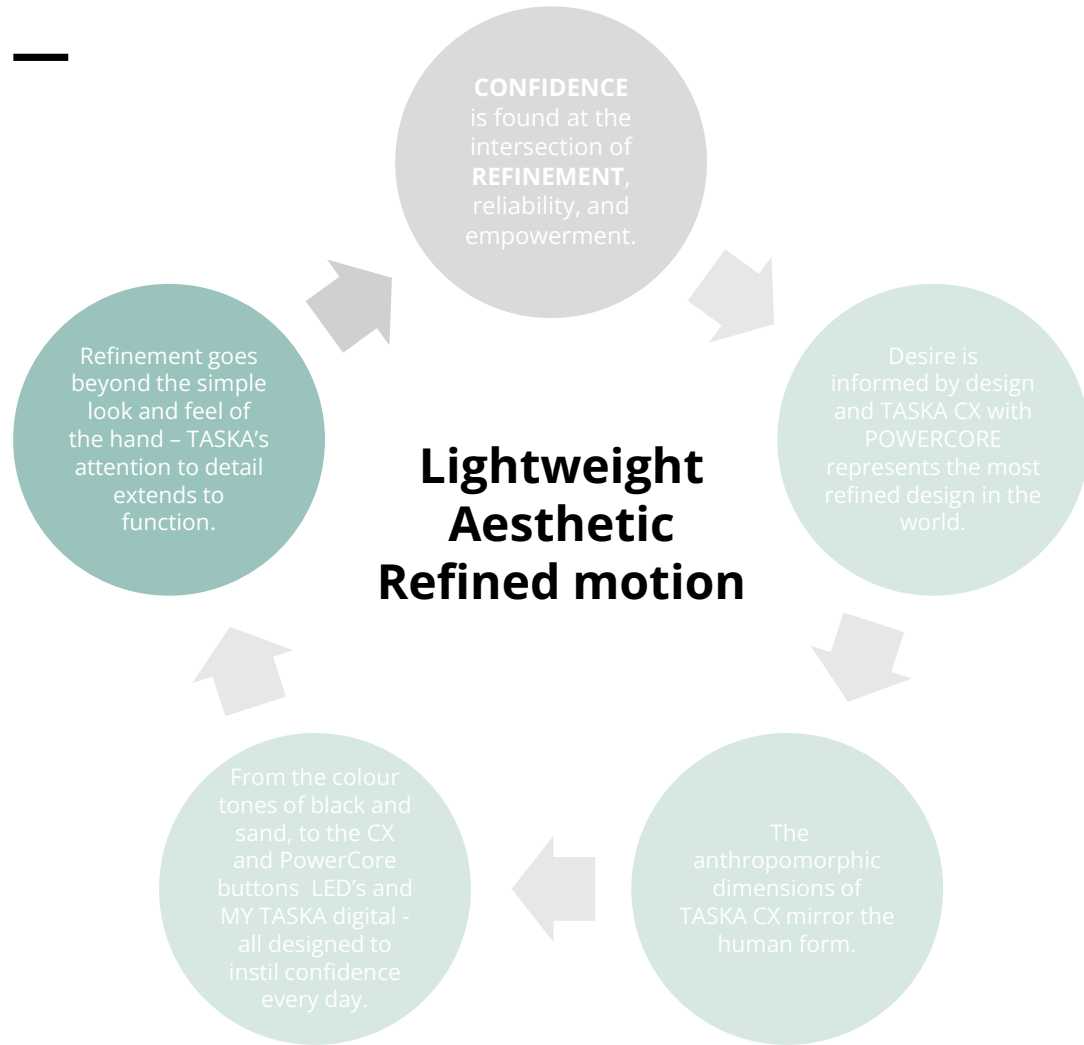
TALKING POINT:

Details matter:

- Finger shape & proportions
- Material choice
- Minimal visible screws / fasteners
- Buttons
- LED's.

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Refined



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ACTION:

Connect the hand to a wand, open / close a general grasp, change to flexitool, and demonstrate the smooth function of this grip.

TALKING POINT:

The CX's refined motor design is smoother, faster, stronger, and quieter than previous models. This refined motion helps patients seamlessly integrate the hand into their lives providing a sense of **embodiment**.

Role Play

Practice with a peer the selling structure and messaging to master the delivery to a 'new' upper limb enthusiast and a clinical upper limb expert, tailoring the message each time to reflect your audience

Reliable

**Patented shock-absorbing knuckle block.
Knuckle release system.
Reliably waterproof (no glove).**

TASKA's **proven** reputation for **reliability** is a key reason why we are the **trusted #1 choice** for **upper limb experts**.

Confidence - **reliable**

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The reason TASKA is **trusted** by experts:

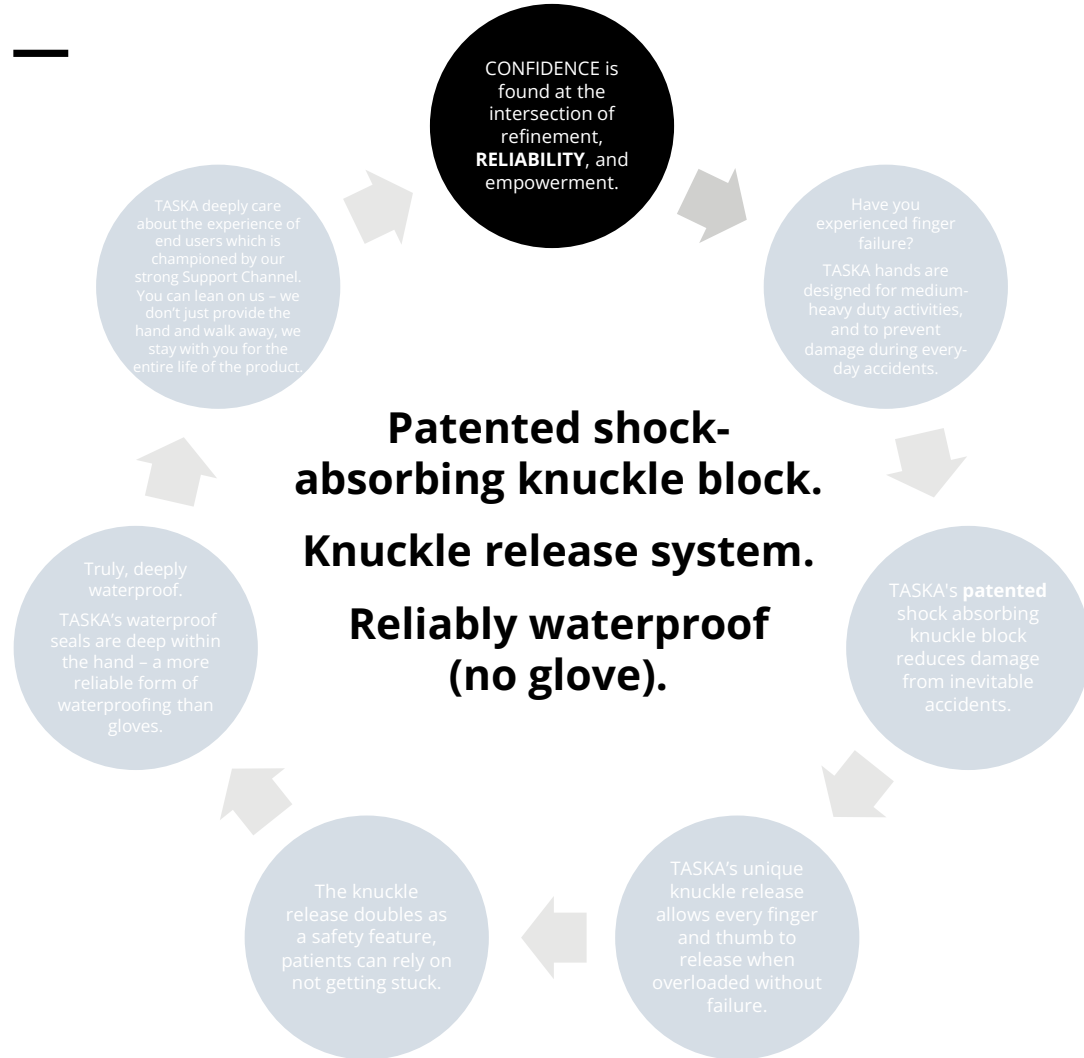
- Durability / robustness.
- Reliably waterproof.
- Support.

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Reliable



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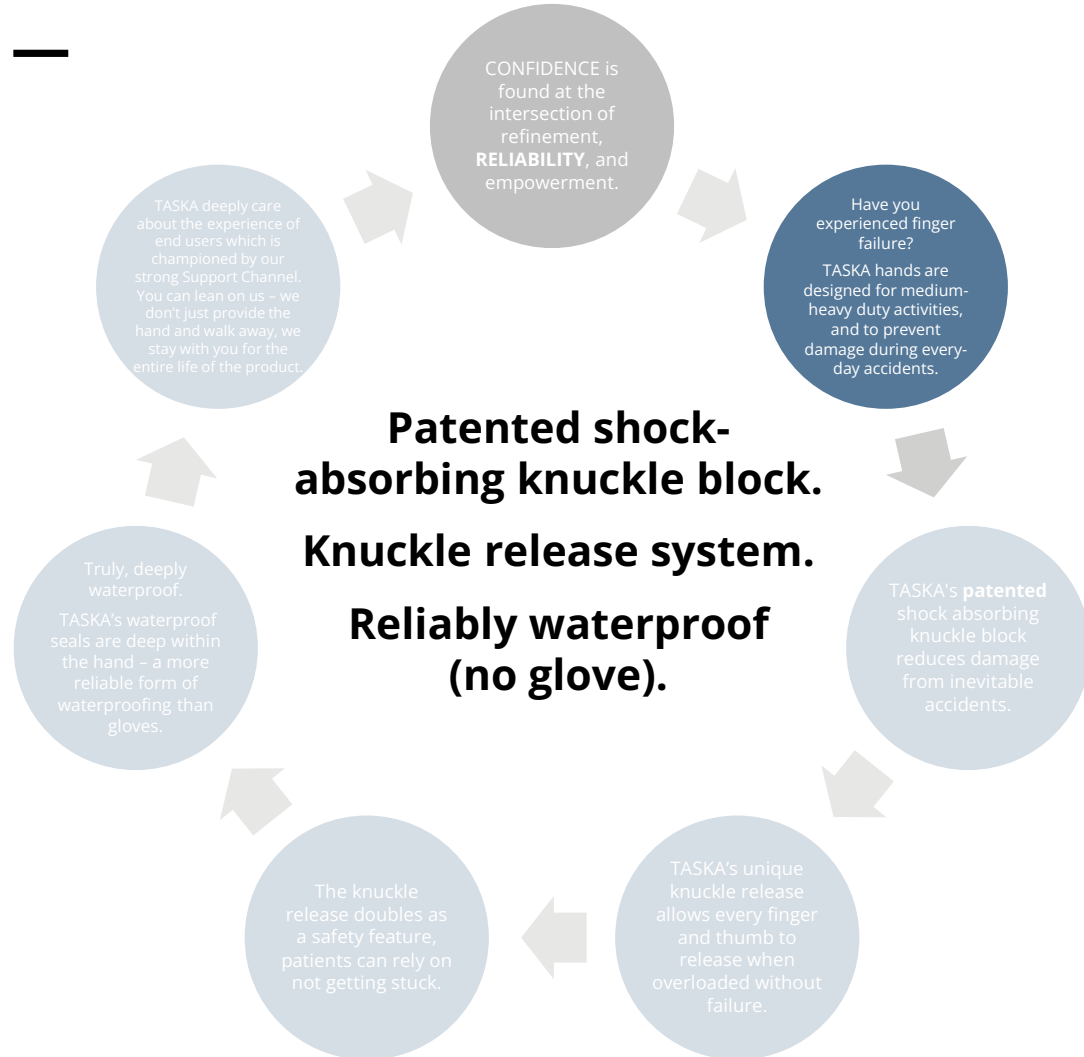
ACTION:

Ask clinicians: "On a scale of 1-5, how important is it that your patients can go about their daily lives – work, hobbies, family – with full confidence in the durability and reliability of their hand?"

TALKING POINT:

TASKA focuses on durability and reliability to enable patients to use their device with confidence, and avoid downtime associated with repairs.

Reliable



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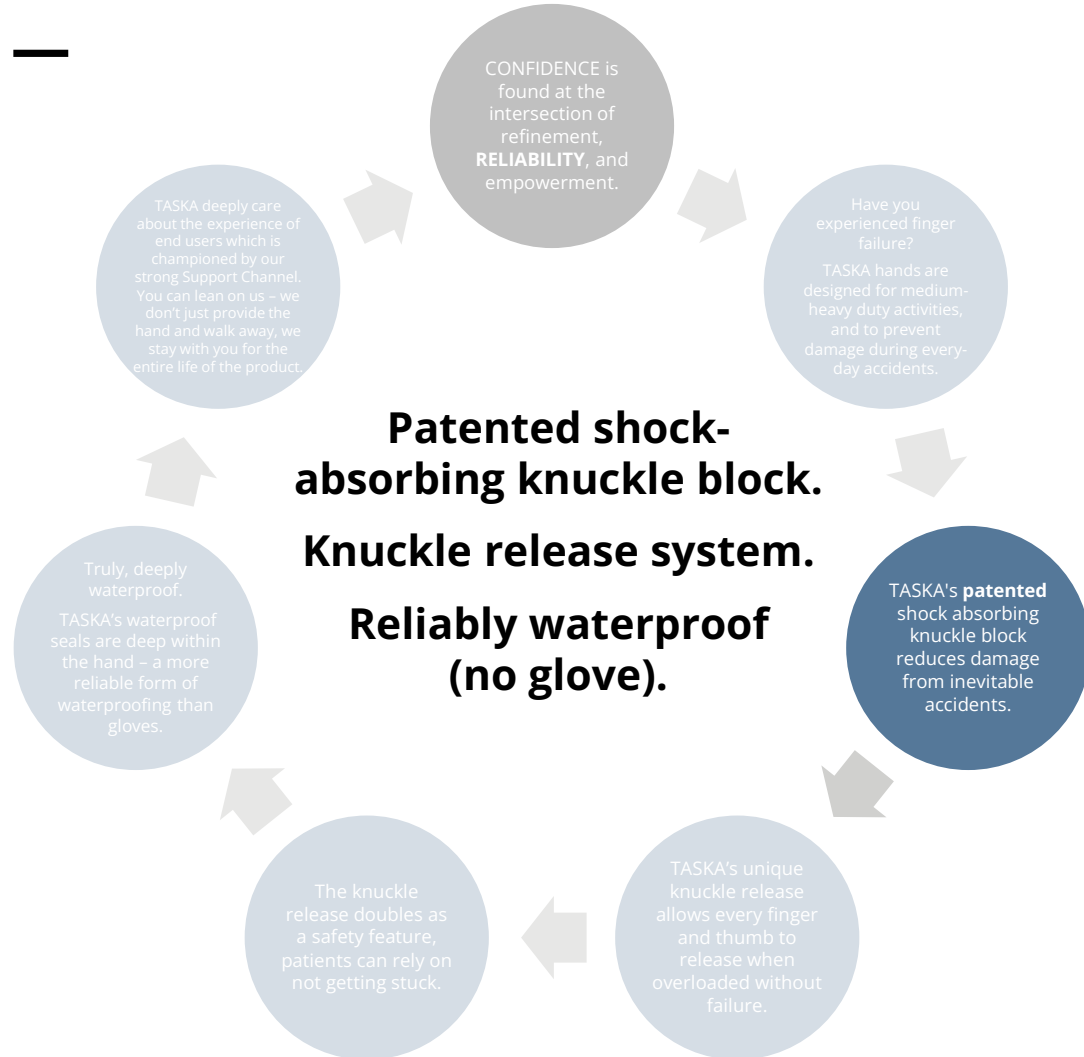
ACTION:

Ask clinicians: "On a scale of 1-5, how important is it that your patients can go about their daily lives – work, hobbies, family – with full confidence in the durability and reliability of their hand?"

TALKING POINT:

TASKA want you to spend your valuable time on patient outcomes, not worrying about reliability.

Reliable



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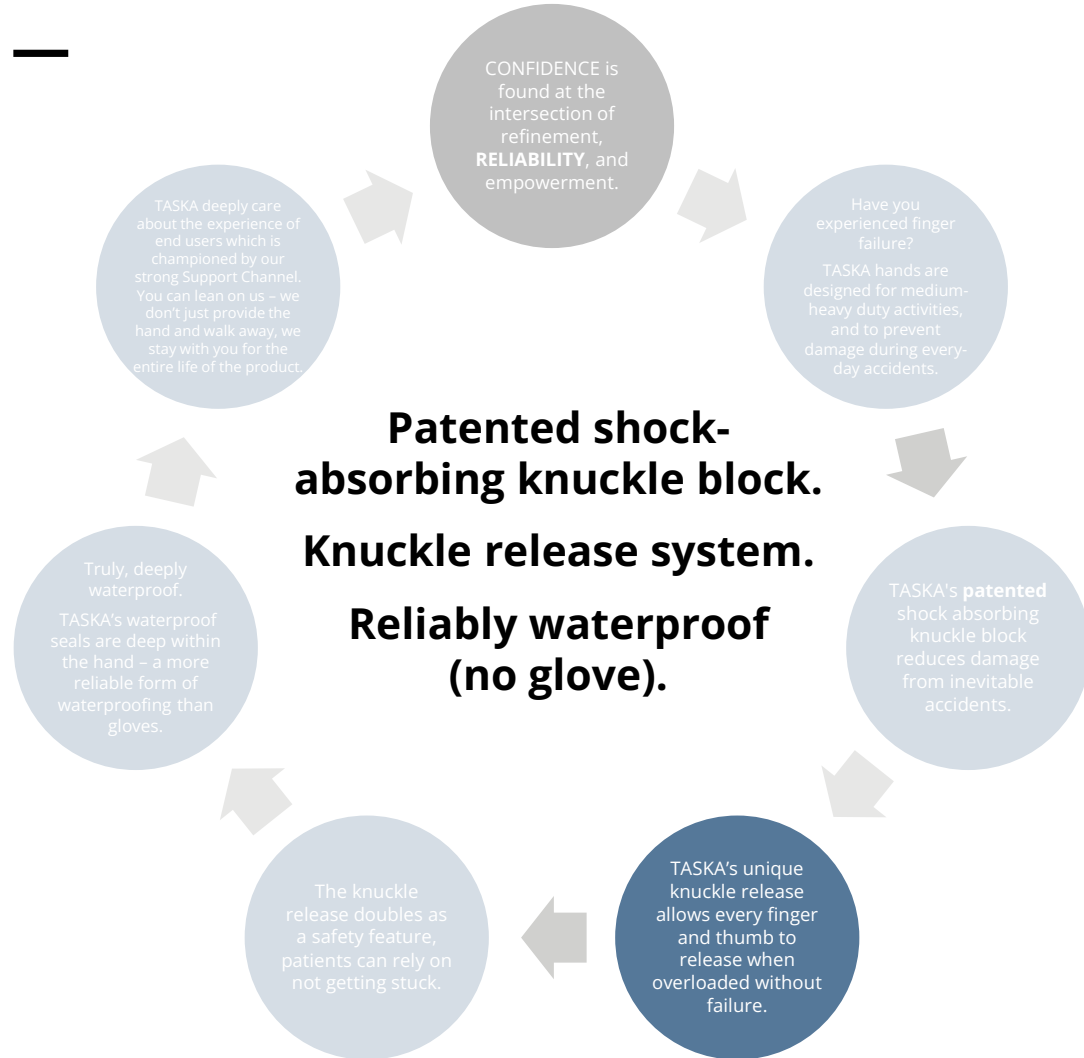
ACTION:

Demonstrate visually and kinesthetically lateral finger flex. Knock the CX on the table to demonstrate our confidence in the robustness (ask permission first – this implies the hand is stronger than the table).

TALKING POINT:

TASKA's **patented** shock absorbing knuckle block absorbs impact and reduces damage from inevitable accidents.

Reliable



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ACTION:

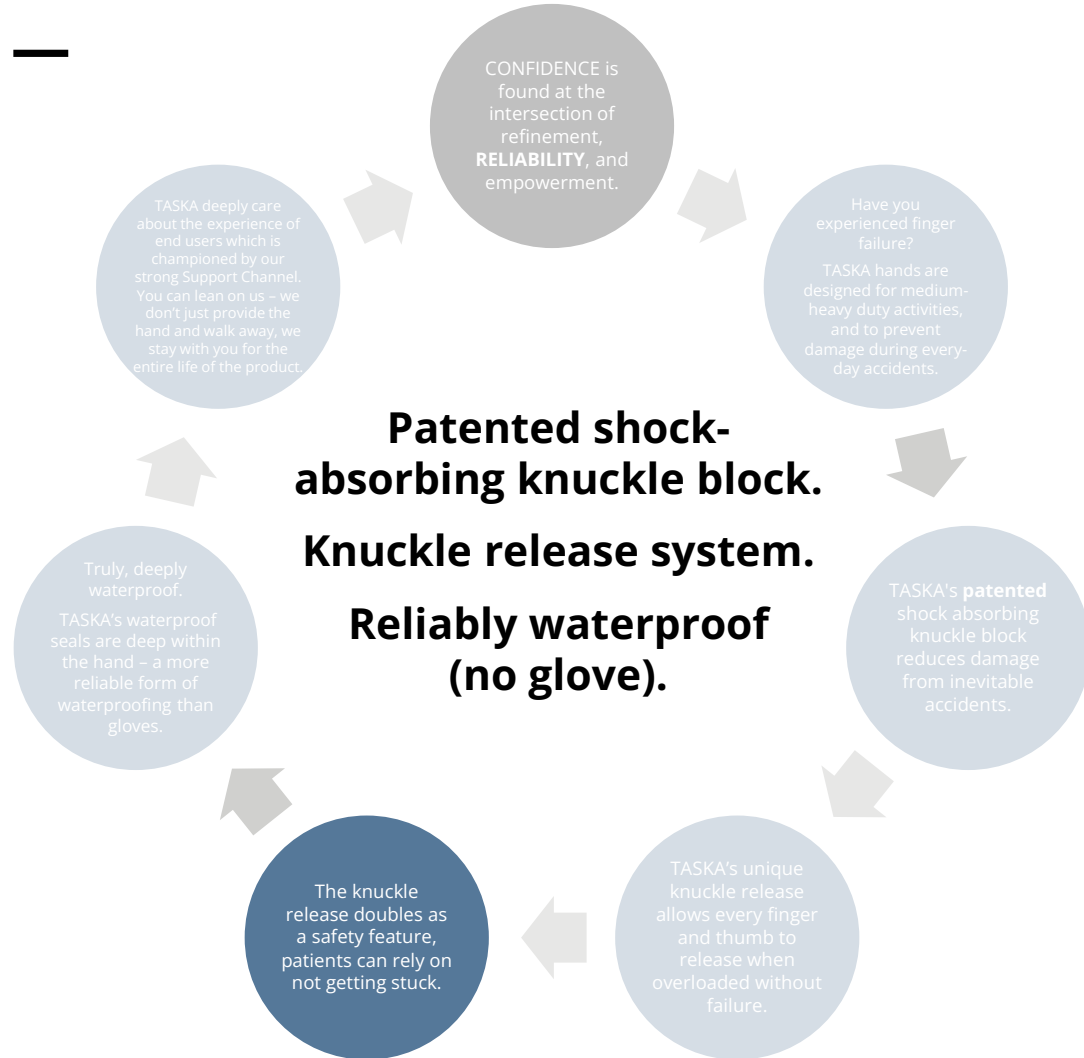
Demonstrate overloading the fingers, so that they slide out of position. Demonstrate a simple on/off reset and recalibration.

TALKING POINT:

TASKA's knuckle release system allow fingers to slide out of position when overloaded, preventing damage. Restoring to the correct calibration requires a simple on / off, rather than sending the hand back for repair.

Examples include: pushing off a chair or table to stand, or accidents involving putting weight on the hand (falling over, or door shutting on them).

Reliable



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ACTION:

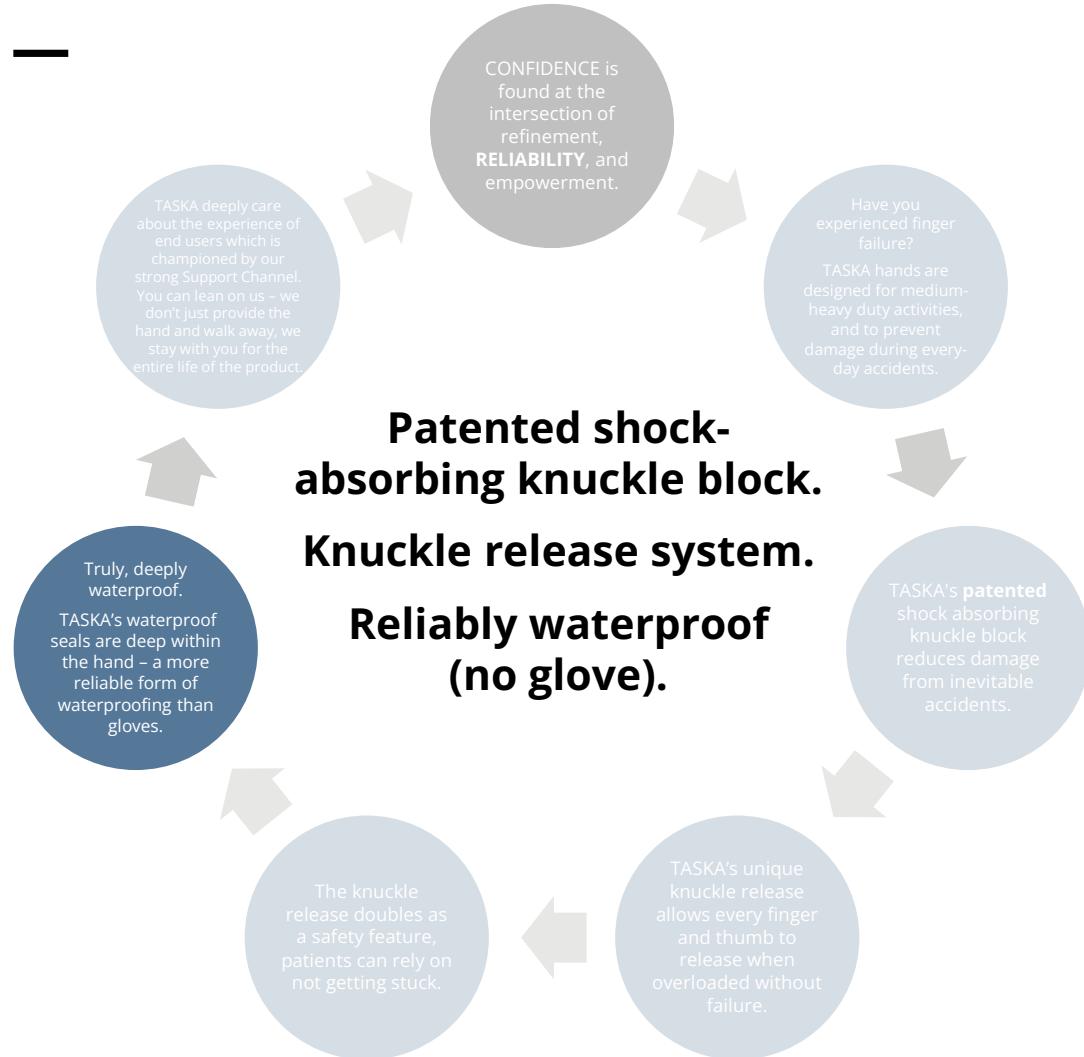
Demonstrate peeling the fingers back, as if they were stuck on an object.

TALKING POINT:

The knuckle release system is also for safety, allowing fingers to be peeled back if there is a power or other socket issue, preventing being stuck on an object.

Example story: Socket malfunction / battery running out on a train. Stuck on a shopping cart. Etc.

Reliable



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ACTION:

Ask Clinicians: "imagine if someone told you, you could never wash your hand again." / "hands up if you've washed your hand sometime today".

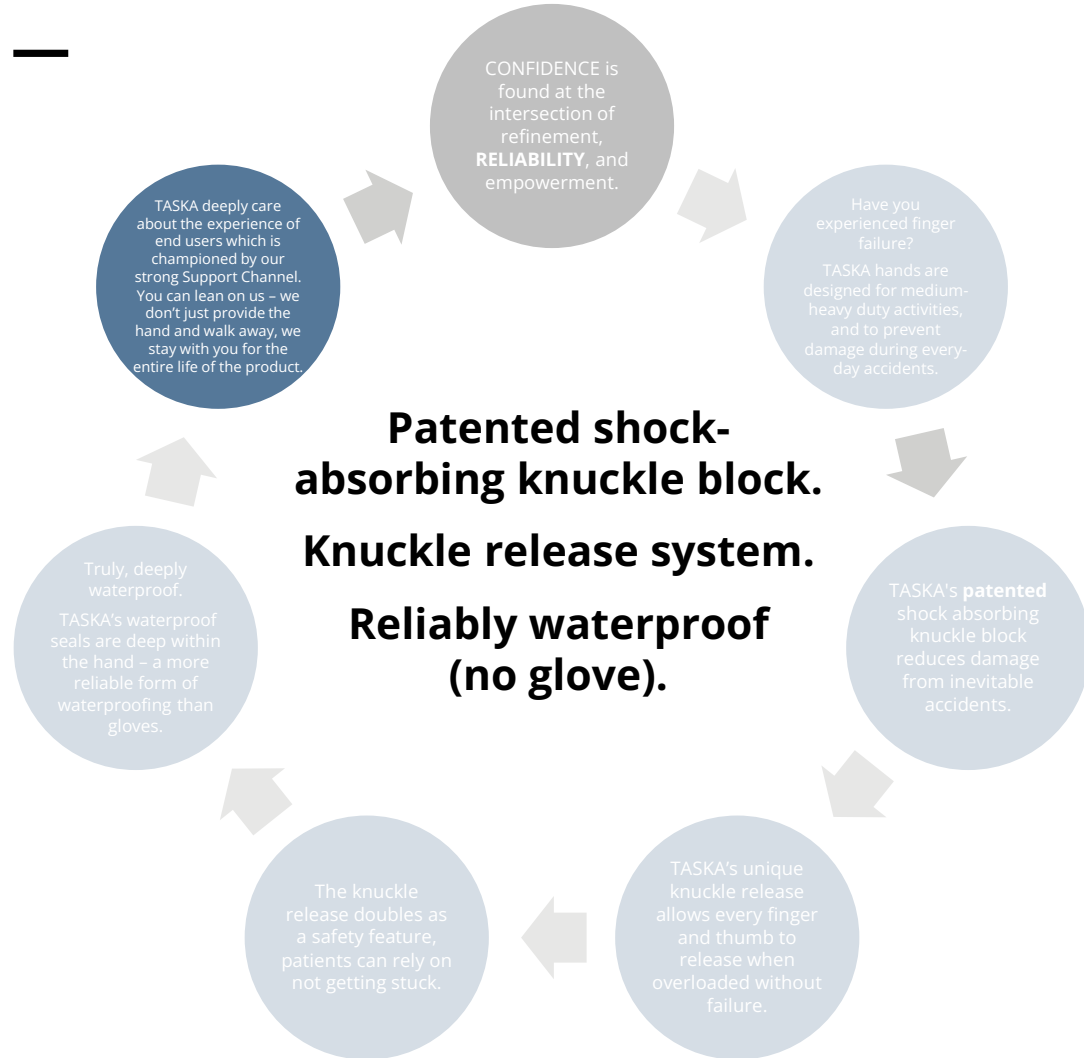
Demonstrate trying to wash your sound hand, without the use of the other side.

TALKING POINT:

We work with water every day, from cooking, cleaning, bathing children or animals... but ultimately washing hands with soap and water is a major aspect of hygiene.

TASKA hands have a **submersible IP67** waterproof rating. Relying on gloves for waterproofing is not practical, these can easily tear and compromise their **TASKA**™ by eqwal. waterproofing – destroying the hand.

Reliable



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ACTION:

Ask clinicians: "how important is it for you that a product is supported not only during the fitting but over its lifetime?"

TALKING POINT:

TASKA prides itself on after-market service & support. Remind prosthetists that in the event of an emergency, TASKA has their back. Loaners are readily available for all hands.

Accidents happen, and TASKA understands what real use looks like, and prides itself in looking after the user / customer / clinician.

Role Play

Practice with a peer the selling structure and messaging to master the delivery to a 'new' upper limb enthusiast and a clinical upper limb expert, tailoring the message each time to reflect your audience

Empowering

**Finger splay. In-built flexion wrist.
Buttons & custom control. MyTASKA & innovations.**

Through highly functional technology, TASKA products help restore **independence**, and enable people to **achieve their goals**. Emphasis is placed on restoring people's ability to perform bimanual activities.

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Confidence - **empowering**

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Helping patients achieve **independence** and meet their goals:

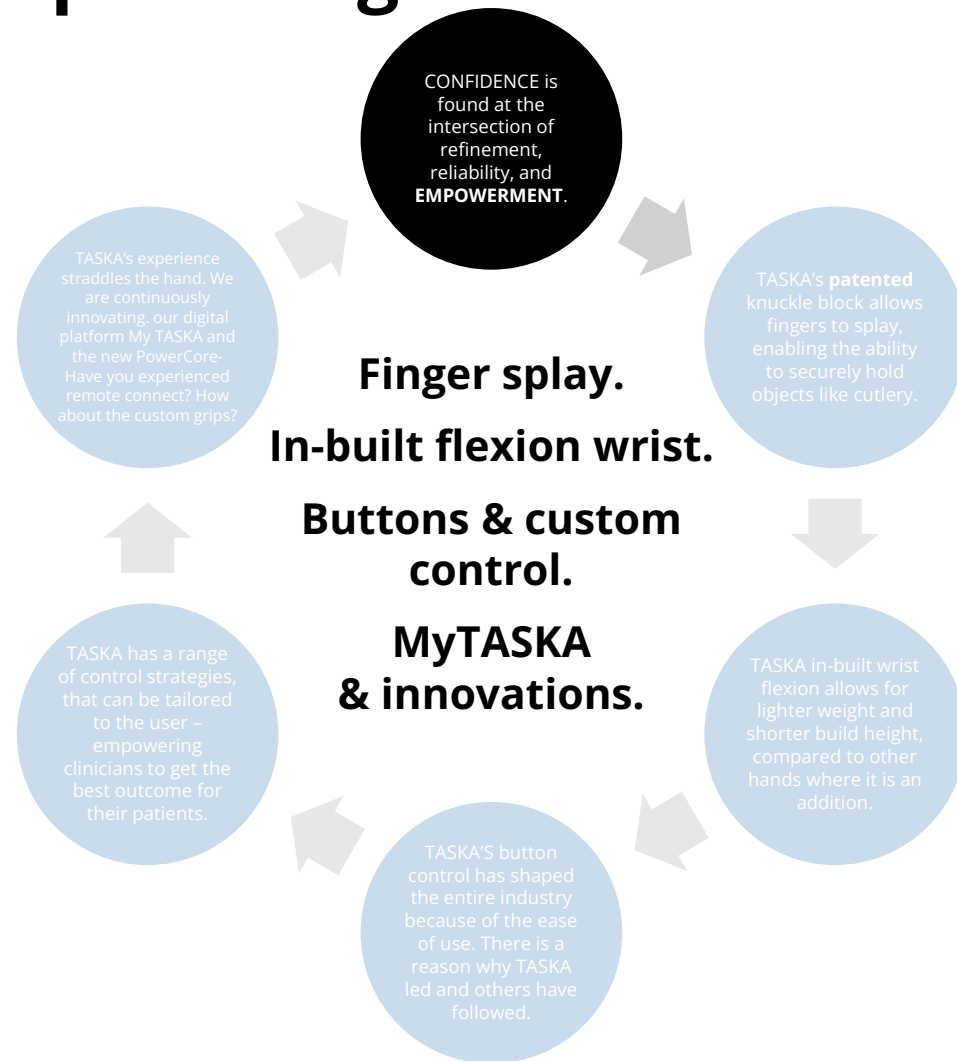
- Powered Thumb
- Grip function / versatility (flexitool).
- Touch screen compatibility.
- Customisable control strategies (buttons + MyoTriggers).
- MyTASKA, community, education.

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Empowering



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ACTION:

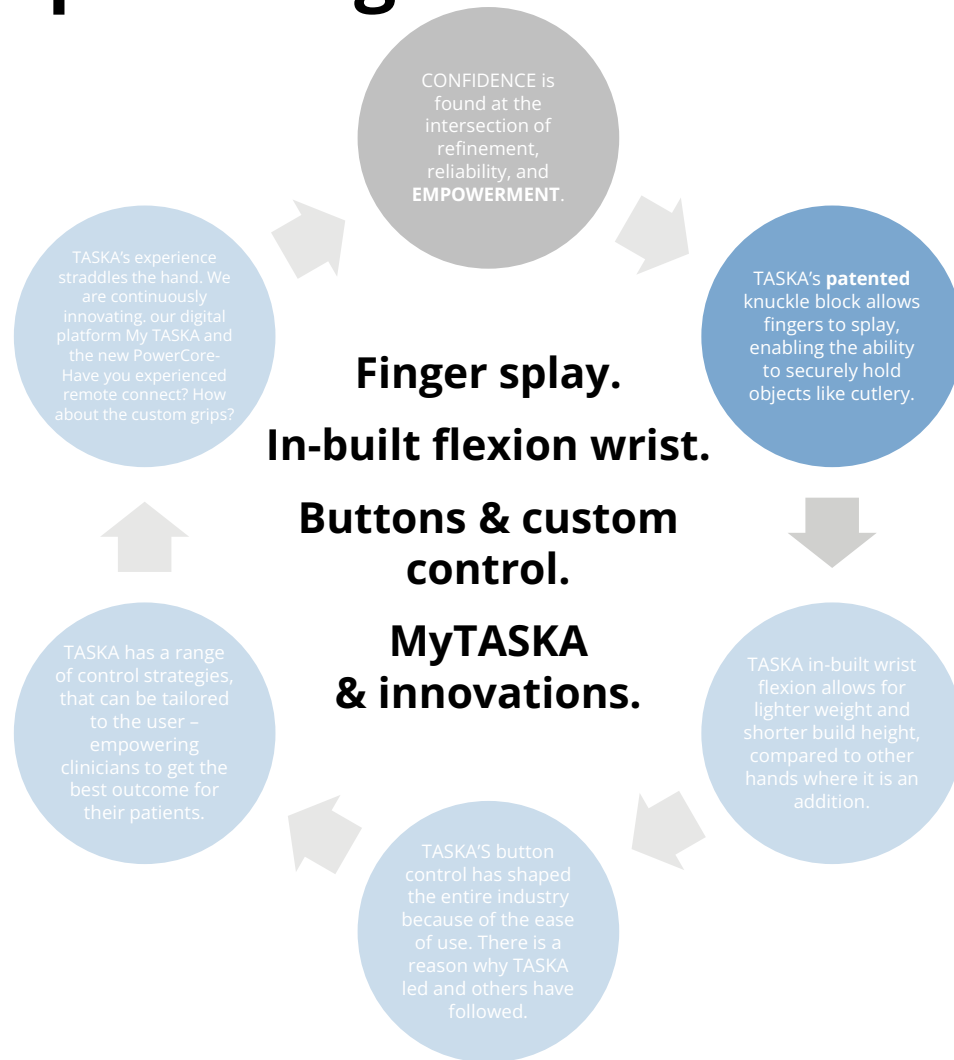
Ask clinicians: "what are some common tasks that your patient would want to be able to achieve?"

TALKING POINT:

While having a beautifully refined & reliable hand is important, function is what empowers users to achieve independence and meet their goals.

Confidence "is being able to do **anything that I want to do**"- Deb Latour trans radial amputee and Occupational Therapist.

Empowering



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ACTION:

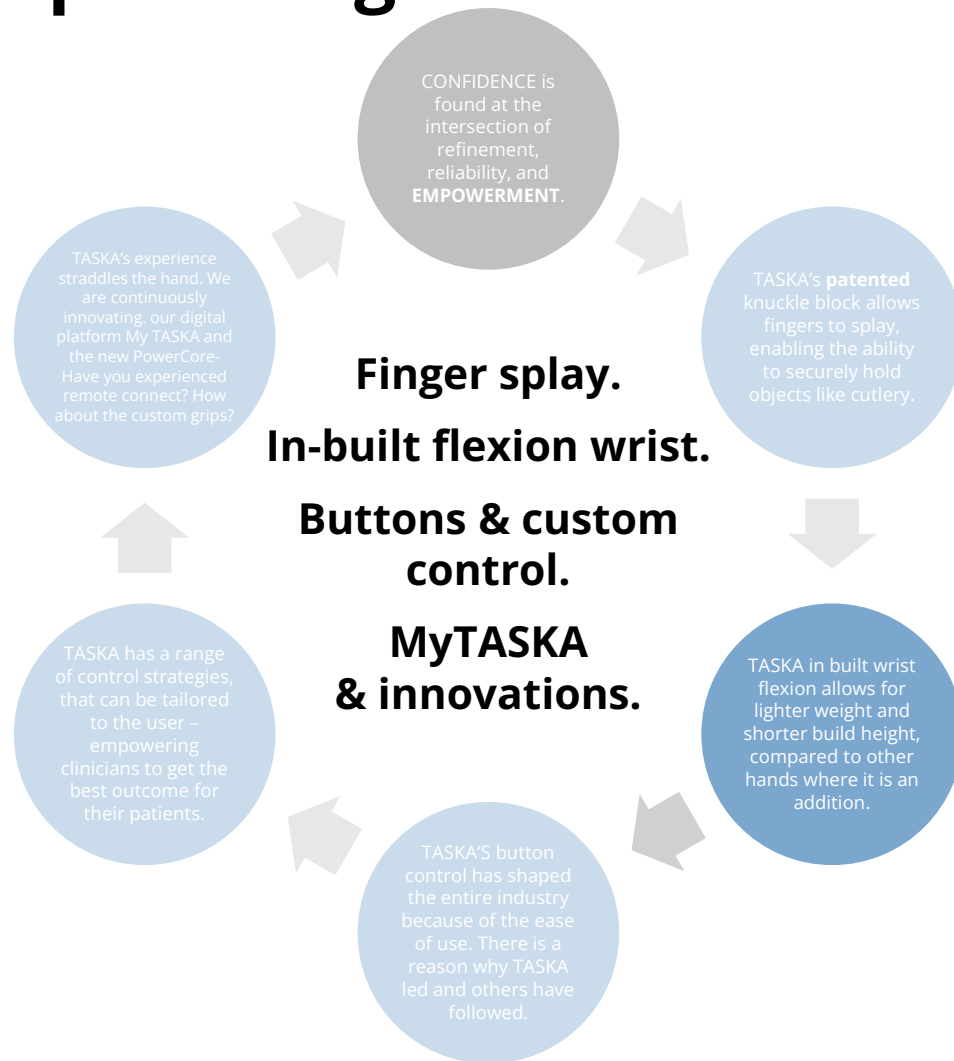
Demonstrate holding cutlery with the Flexitool grip, passing the hand to clinicians to show how secure this is (press the lock button to avoid dropping it).

TALKING POINT:

Restoring independence, especially at the dinner table is a major goal for many individuals with limb loss.

The Flexitool grip is a uniquely versatile grip that enables patients to securely hold cutlery and other objects.

Empowering



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ACTION:

While still holding the knife, demonstrate how the flexion wrist can be positioned into different angles, to suit different surface heights.

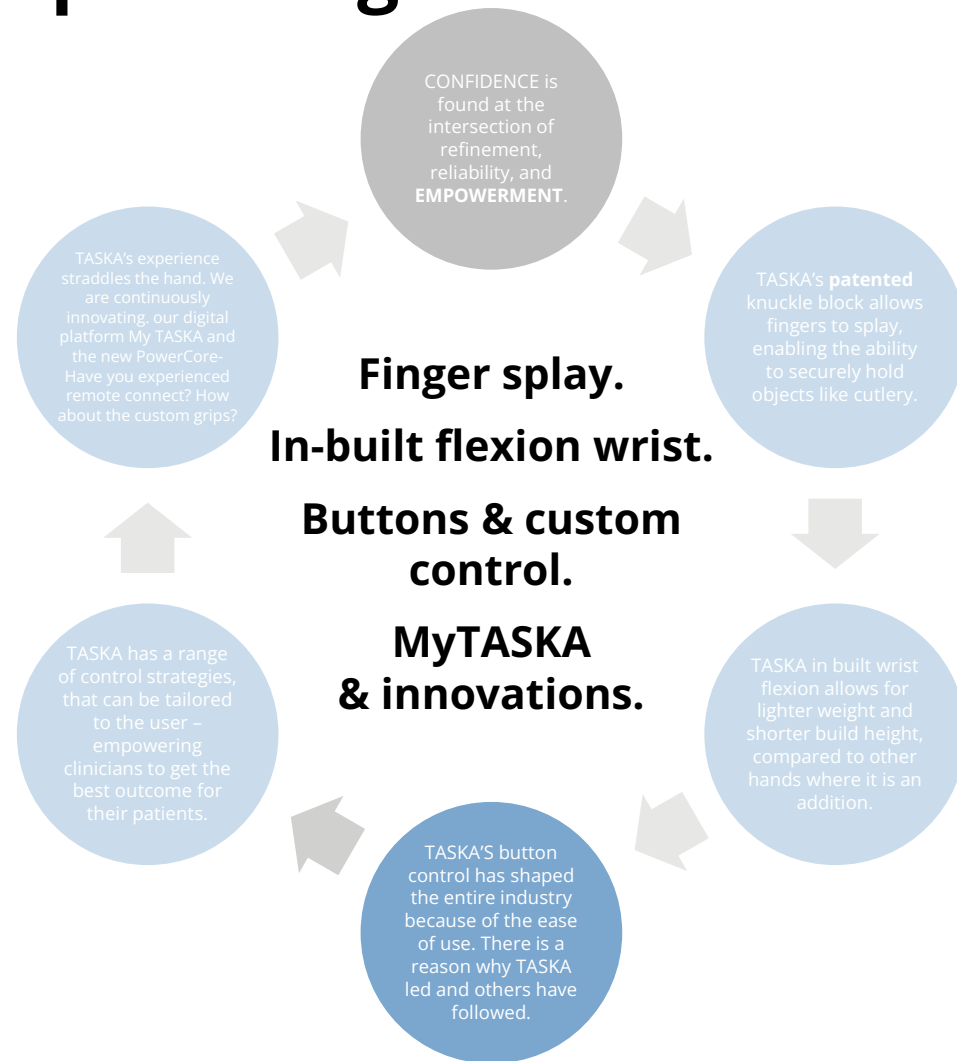
TALKING POINT:

Flexion wrists are critical for restoring natural biomechanics and reducing compensation when working at different surface heights or bringing the hand closer to the midline.

TASKA has included this in every model, to reduce build height and weight compared to it being bolted on as an option, because every patient benefits from this.

The TASKA CX is the **lightest multi-articulating hand with wrist flexion included.**

Empowering



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ACTION:

Ask Clinicians: "Have you ever found it challenging for a new patient to simply open & close the hand? Grip-change buttons make it incredibly simple for these patients to get started."

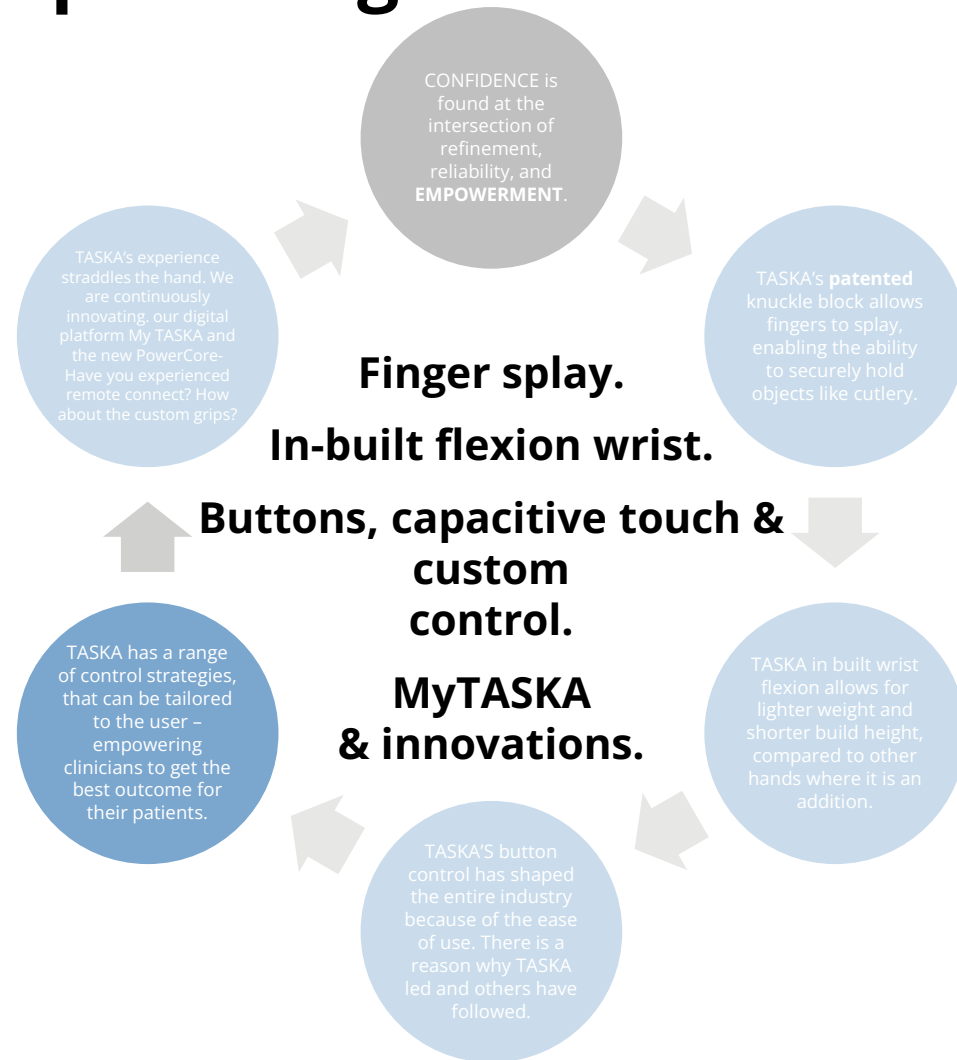
Demonstrate the function of the Home button, the Cycle button, and lock button. Ensure they can see the LED lights change with the cycle button.

TALKING POINT:

From the "home button" for core, easy access grips, to the "cycle button" for additional grips – TASKA's grip-change buttons are a simple way for new users to reliably change grips.

The lock button is a great way for patients to feel confident in their grip – to prevent accidental drops, especially in social settings, where they are distracted (focusing less on their prosthesis), and dropping something will draw a lot of attention. E.g. a restaurant or a bar.

Empowering



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ACTION:

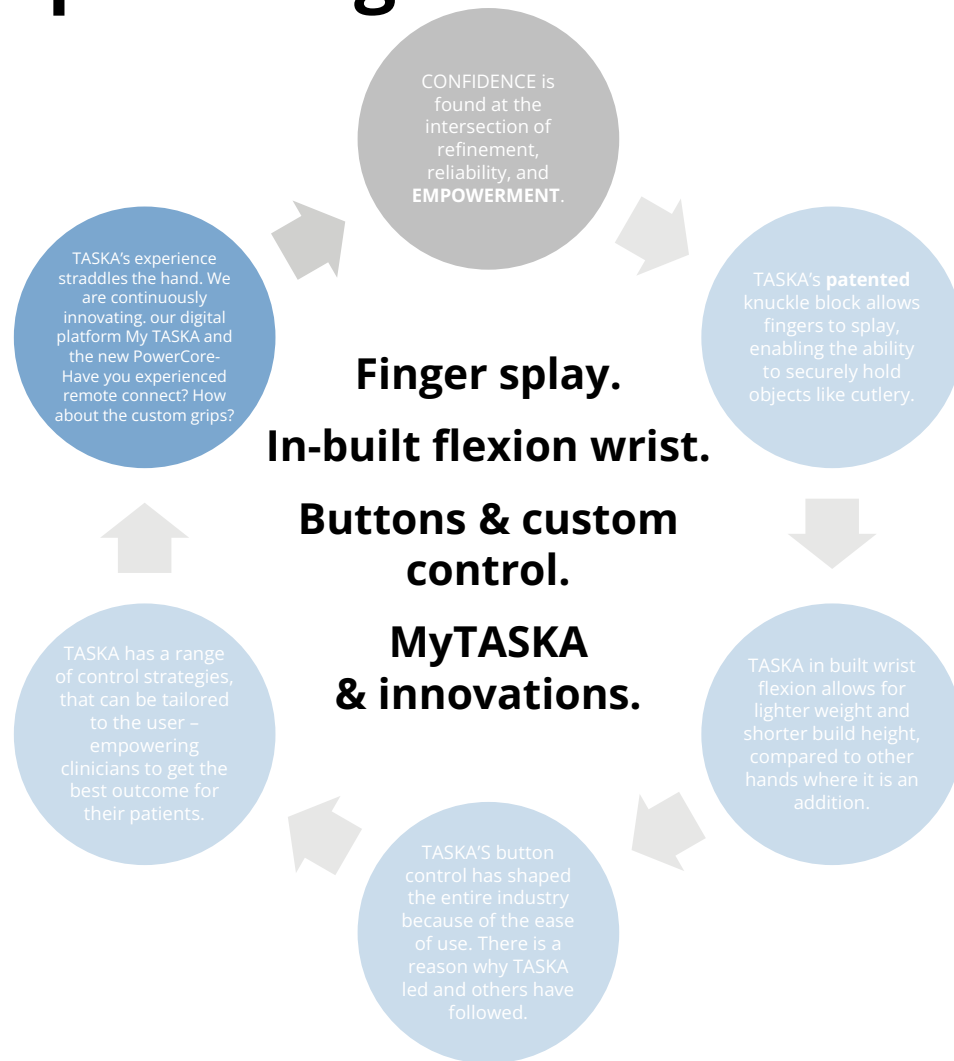
Ask clinicians: "What control systems do you typically use?"

TALKING POINT:

In addition to the buttons, TASKA has highly developed & customisable MyoTriggers – with the ability to change grips and lock the hand without using the opposite hand - as well as working closely with pattern recognition suppliers (e.g. COAPT) for a seamless experience.

Capacitive touch is extended across all fingers and the thumb to allow each user to express their personalized approach to touch screen compatibility. Demonstrate why this flexibility is built in, little finger, index finger, thumb application.

Empowering



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ACTION:

Ask clinicians: "Have you ever worked with our MyTASKA app?"

TALKING POINT:

Like all TASKA products, emphasis has been placed on refining the MyTASKA app to make it as easy to set up and adjust a hand as possible.

We are constantly innovating. We've recently introduced a remote connect feature, saving time and convenience by allowing you to connect with patients without them coming into clinic – great for remote patients or when they're on holiday.

We also have an explore mode, and a guided setup tool to make navigating the app even easier.

Role Play

Practice with a peer the selling structure and messaging to master the delivery to a 'new' upper limb enthusiast and a clinical upper limb expert, tailoring the message each time to reflect your audience