

Sales Workshop CGA 1 - Analytical Products and Solutions (SC-G-SW1)

Kurzbeschreibung

Sales Workshop for Beginners - Analytical Products and Solutions

Ziele

- Sales person knows and experiences the sales work from receiving an RFQ until getting an order Knowledge
- RFQ evaluation, understanding of customer needs and clarification with customer
- CGA in the real world – How to choose the right analyzer
- How to prepare an offer, using PIA Portal
- to consult and offer service and spares for installed analyzer base or new installations
- Siemens support and processes for sales work

Ability to prepare competitive and advanced solutions as well as to discuss individual benefits with customer.

Participant is practiced consulting the customer and using arguments to sell the optimal analyzer.

Zielgruppe

New Process Analytics Sales personnel from Siemens, Designated and Solution Partners.

Inhalte

The whole AP CGA product portfolio is covered:

- ULTRAMAT, OXYMAT, CALOMAT, FIDAMAT, SIPROCESS GA700 & UV600, LDS6, SITRANS SL

In small groups of participants the typical sales work is practiced. Learning by doing.

- Real projects with applications in power, steel, cement, chemical, petrochemical, O&G and others.
- Check, verify and discuss customer's specifications and RFQ from technical view.
- Understand requirements of customer.
- Prepare an offer for products and spares with existing tools.
- How to find cost effective solutions which fulfill customer needs.
- Consult the customer and discuss with him the benefits of options.

Teilnahmevoraussetzung

- WBT Process Gas Analytics – Introduction for Sales
- WBT SIPROCESS GA 700
- WBT ULTRAMAT 23 & Series 6
- PIA Portal, access with prices preferable

Typ

Präsenztraining

Dauer

3 Tage

Sprache

en