

## Sales Workshop PGC 1 - Analytical Products and Solutions (SC-C-SW1)

---

### Short Description

---

Sales Workshop for Beginners - Analytical Products and Solutions

### Objectives

---

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
- GC in the real world – How to choose the right analyzer
- How to prepare an offer, using iSET
- 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.

### Target Group

---

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

### Content

---

The whole AP PGC product portfolio is covered:

- Maxum ed. II, MMO

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 fulfil customer needs.
- Consult the customer and discuss with him the benefits of options.

### Prerequisites

---

- WBT Process Gas Analytics – Introduction for Sales
- WBT PGC Fundamentals
- WBT Maxum ed. II
- iSET Knowledge

### Type

---

Face-to-face training

### Duration

---

3 days

### Language

---

en