
Analytical Products and Solutions (CGA) - Sales Training and Workshop (SC-APS-CGA)

Short Description

Sales Training and Workshop

Objectives

The participant will learn and practice to be a successful Sales Person for Process CGAs (Continuous Gas Analyzers): Acquire opportunities, work on RFQ, consult the customer, close the sale and support customer.

Knowledge

- Identify opportunities
- Customers and applications
- 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
- 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 partners and Solution Partners

Content

Introduction into the key technologies of PD PA AP under the following aspects:

- Portfolio
- Product details
- Applications
- Customer benefits & Sales arguments
- Main competitors
- Process toolbox for AP Sales

The workshop includes

- The whole CGA product portfolio is covered: ULTRAMAT, OXYMAT, CALOMAT, FIDAMAT, SIPROCESS GA700, 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 fulfil customer needs.
- Consult the customer and discuss with him the benefits of options.

Prerequisites

Basic knowledge of Process Analytics
PIA Portal, access with prices (if available)

Note

none

Type

Face-to-face training

Duration

5 days

Language

en