

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

### Short Description

Sales Training and Workshop

### Objectives

The participant will learn and practice to be a successful Sales Person for Process GCs (Process Gas Chromatographs): 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
- GC in the real world – How to choose the right analyzer
- How to prepare an offer using GC configurator
- 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 GC product portfolio is covered: Maxum ed. II, Maxum Modular Oven
- 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