

Course Duration

The duration is 1 full day, on September 12th.

Location

Bergamo - Italy.

Course type

This is a classroom course with activities led by instructors. The language is English.

Course Goal

The goal of this training is to make you confident about all the technical and commercial aspects in order to properly promote the Emax 2.

The training will be characterized by a strong customer-oriented approach, in order to deepen the key factors motivating consultants, panel builders and end users to switch to Emax 2 solution.

Student Profile

The training is intended for people in the LPBS Sales and Marketing organization, who need to be aware about all the Emax 2 commercial advantages.

Prerequisites and Recommendations

The student must have a significant basis of electro-technical knowledge and must be skilled about low voltage breakers. If you have not, please contact the LPBS Training department.

Course Objectives

After the course the participants will:

- have a significant knowledge about the Emax 2 circuit breakers new range and his advanced technical characteristics;
- be confident about the main applications and the commercial advantages of the innovative Emax 2 features towards customers;
- be able to properly use all the Emax 2 marketing tools.

Main Topics

Day 1

- Course objectives and introduction to the Emax 2 project
- The four pillars review
- Power Controller: features, benefits, applications
- Generator protection
- Sales arguments for consultants and panel builders, practical cases
- Emax 2 in switchboard and device substitution
- Commercial advantages versus competitors
- Short hands-on session

