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K507

# Advanced NEMA Motor Academy

## COURSE DESCRIPTION

### Course goal

The goal of this course is to provide a comprehensive review of the NEMA motor product line. The course will highlight the technical features and tools available to become a self-sufficient technical motor sales representative.

### Learning objectives

Upon completion of this course, students will:

- Have a proficient knowledge of the Baldor motor offerings which include both AC and DC motor offerings.
- Participant will have experience with the Baldor product configurator and Sales tools.
- Be able to identify from customer specification a viable motor product to quote in a timely manner.
- Know how to research necessary technical motor specifications in a self-sufficient manner.
- Have the needed confidence to communicate

### Participant profile

This training is targeted at all ABB and International Sales Representatives who would like to develop their proficiency in ABB's NEMA motor product lines.

### Prerequisites

- It is preferred participants have 3-5 years' experience in the industrial motor field.
- It is recommended to bring own laptop to participate in an in-class motor selection activity.

### Topics

- Feature and benefits to service the following industries:
  - Aggregate and Cement
  - Air Handling
  - Chemical, Oil & Gas
  - Food, Beverage & Pharmaceutical
  - Mining
  - Paper & Forrest
  - Unit & Baggage Handling
  - Water & Wastewater
- Motor industry standards review
- The importance of understanding application requirements
- How to select the correct motor for a specific application
- Extensive tour through motor manufacturing facility, modification express center and product testing laboratory.

### Course type and methods

This seminar gives extensive insight into the NEMA motor offering. The language of the course is English.

### Course duration

3 days

BL Motors and Generators training

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