

Course description

T206

Control Systems Sales Preparing Competitive Quotations

Course goal

The goal of this workshop is to learn the required skills to be able to promote, sell and competitively offer ABB Control Systems. The participants will learn how to use sales tools and available material in order to prepare high quality offers in an efficient manner. Note that this course is split in two parts and the pre-course is T205 about product portfolio and sales techniques.

Learning objectives

Upon completion of this course, the participants will be able to:

- Describe the available marketing material
- Identify the available demo equipment
- Use the Quotation Wizard as the main sales tool for the complete product portfolio:
 - Compact 800
 - Freelance
 - System 800xA
- Explain the usage and advantages of Business Online (BOL), if already implemented in your country/
- Find sales and offer related information in the Partner Portal on the web
- Create competitive and optimized offers using all available material and tools provided by ABB

Participant profile

This training is targeted to sales and sales support engineers from ABB Partners. Also ABB sales people can benefit from this course.

Prerequisites

Participants shall have working experience with Control Systems and they should have attended the course T205 "Attracting Customers in your Market".



Topics

- Workshop introduction
- Marketing material
- Partner Portal
- Business Online (BOL)
- Wizard installation
- Offer preparation with project examples

Workshop (use cases) Course type and methods

This is an instructor led workshop with interactive classroom discussions and project examples.

Duration

The duration is 1 day.

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