

Course description

G571e – DC Drives Sales and Marketing Internet Course (EN)

Course Duration

2.0 hours

Course type

This course includes self-study material, self-assessment questions and interactive exercises. The language of the course is English.

Course Goal

The goal of this course is to learn DC drives related sales and marketing strategies as well as market information.

The training covers the following topics:

- ABB Low Voltage Drives organisation
- DC drives factory in Germany
- Short product overview
- Market information about DC drives
- Advantages of DC drives
- Sales support information
- Typical applications for DC drives

Student Profile

- Sales support engineers,
- Service sales engineers,
- Marketing personnel

Prerequisites and Recommendations

The student should have:

- Basic knowledge about ABB drives
- Knowledge of the ABB DC Drives product portfolio

Preparation e-Learning courses

- G570e – DC Fundamentals
- G575e – Product Portfolio

prior to attending this course.

Course Objectives

Upon completion of this course, students will be able to:

- Have basic information about the ABB DC Drives organisation and product portfolio
- Know the DC Drives market with its characteristics
- See the differences between AC drives and DC drives
- Know the marketing and support related issues

Main Topics

- ABB low voltage drives
- DC drives factory in Germany
- DC drives products
- DC drives market
- Technical facts of DC drives
- Sales support - marketing material
- Sales support - documentation
- Overview about drive manuals
- Technical support
- Training opportunities for DC drives
- Motor applications
 - Crane
 - Extruder
 - Rolling Mill
- Non-motor applications
 - Magnet
 - Battery charger
 - Arc furnace

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