

Course description

T205

Control Systems Sales

Attracting Customers in your Market

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 get an overview about the actual product portfolio, sales strategy and some sales techniques. Note that this course is split in two parts and the follow-up course is T206 for the sales tools.

Learning objectives

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

- Describe the main benefits, values and competitive advantages of the available product portfolio:
 - System 800xA
 - Freelance
 - Compact 800
- Explain the general sales strategy (which product is suitable for which market)
- Identify the “right” product for a customer and communicate the main values
- Convince customers by using specific sales techniques
- Work out different system configurations and use convincing sales arguments on presentations

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.



Topics

- Workshop introduction
- Positioning product portfolio
- Overview Compact 800
- Overview Freelance
- Overview System 800xA
- Partner sales strategy
- Sales techniques
- Workshop 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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