The Industrial Product Sales training program provides participants with the background necessary to assess customer needs and select drive products on the basis of application, features and function. This curriculum combines both web based learning modules and instructor led classroom training to maximize benefits to participants.

These schools are held at the ABB New Berlin, Wisconsin Training Center. Schools are subject to certain limitations (i.e. pre-requisites, minimum class size, equipment availability, etc.). Access www.abb-drives.com or contact your local ABB Sales Representative for more details.

Enrollment is limited. To ensure timely processing of your enrollment, we recommend that you enroll at least 30 days prior to the class scheduled date.

**Course Duration**
The duration is 2-1/2 days. (Class begins Monday morning – ends Wednesday at Noon)

**Course Type**
The course is an instructor-led session with heavy emphasis on “hands-on” lab and interactive activities.

**Course Goal**
Basic familiarization with ABB products and capabilities
Product sales techniques, solution-based & strategic selling approaches, group presentations
Review of Basics of AC drive technology, benefits and capabilities
Overview of drive applications, drive use and communications

**Student Profile**
This training is targeted to authorized ABB Industrial Distributor, Outside Sales & Drives Specialists

**Prerequisites and Recommendations**
Students should have...
- Basic understanding of industrial applications and AC Drives

Note: “Basics of AC Motors WBT, Basics of AC Drives” WBT and “What is a VFD” article are pre-requisites for this course

**Course Objectives**
Upon completion of this course, students will be able to:
- Discuss with customers, the features / benefits and programming of the following products: ACS55, 150, 350, 550, and ACS/DCS800 Industrial Drives
- Determine product features that match customer requirements

**Main Topics**
- Solution-Based/Strategic Selling
- Communications Overview
- Product Pricing / Options
- Application Basics
- Competitive Analysis
- Competition
- Performance Products Review
- Website / Product Configurator
- “Hands-On” Labs
- Technical Issues
- (ACS 350, ACS 550, ACS 800)
- ABB / Division Capabilities
- Sales Completion Test
- Quality / Commercial Information

**Course Calendar**

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