

Course description

F385e

SEGMENTATION

Course Duration

The duration of the course depends on the participant. The course is equivalent to one day of classroom training. There are 3 units in this course, plus one exam unit and a course evaluation. The course has been scheduled to be studied within five weeks.

Course type

This is a web-based training course. eLearning material will assist the participants via the Internet. The language of the course is English.

Course Goal

The goal of the course is to give new salespersons basic information regarding ABB low voltage switches segmentation, so that he or she is able to work as a member of a segmentation team. It is recommended that the course is taken at an early stage in the new assignment.

Student Profile

This training is targeted at all new sales people in ABB's low voltage switch business.

Prerequisites and Recommendations

F350e Switch Basics and F356 or F357 Switch School. It is assumed that the users are new to eLearning software and methods.

Course Objectives

Upon completion of this course, students will be able to 1) describe segmentation as a marketing tool.

Main Topics

- Segmentation in different areas.