

# Essential Control and Signalling



## Target audience

Internal and external commercial staff, including:

- Telesales
- External sales
- Business Development
- Trade counter sales staff
- Technical support

## Prerequisite knowledge

- You will be required to complete a pre-course evaluation to ensure this is the right course for your requirements

## Duration and delivery

- A one day course

Training code: IA21

## For further information or registration

- Contact us on 0870 608 8 608 or email us on [GB-Industry-Training@gb.schneider-electric.com](mailto:GB-Industry-Training@gb.schneider-electric.com)

## Objectives

- Understand the scope of the control and signalling offer
- Learn how to select a product in response to customer requirements
- Share the strategy of Schneider Electric, the market available and the solutions we can provide to maximise every sales opportunity

## Content

- The scope of our control and signalling offer
- The key features, benefits and unique selling points
- The benefits of using our control and signalling offer
- Comparisons to alternative products available in the marketplace
- Sales tools and literature; what is available and how to use it effectively

Products featured:

- Pushbuttons
- Pilot lights
- Control stations
- Cam switches
- Signalling devices
- Stackable beacons
- Rotating beacons
- Pendant stations
- Joysticks

## Training and teaching method

- Presentations, discussions and demonstrations, including how to mount and assemble the products using 'hands-on' practical exercises
- Products from our offer will be used to demonstrate or explain learning points throughout the day