

Essential Variable Speed Drives and Soft Starts



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: IA23

For further information or registration

- Contact us on 0870 608 8 608 or email us on GB-Industry-Training@gb.schneider-electric.com

Objectives

- Understand the basic concepts of variable speed drives (VSD) and soft starts
- Understand the requirements of the drives and soft starts market place to ensure every sales opportunity is maximised
- Learn how to select a product in response to customer requirements
- Learn how to sell the benefits of our products over our competition
- Share the strategy of Schneider Electric and the drives or soft start solutions we can provide

Content

- Key features, benefits and unique selling points
- The benefits of our Altivar drives and soft starts
- Sales tools and literature; what is available and how to use it effectively

Products featured:

- ATV11/12
- ATV31/312
- ATS01
- Overview of ATV21, ATV61, ATV71, ATS48

Training and teaching method

- Presentations, discussions and demonstrations, to ensure participants understand the various products and solutions on offer
- Products from our offer will be used to demonstrate or explain learning points throughout the day