

Essential Human Machine Interface



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: IA30

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 market place for text or graphic Human Machine Interface (HMI) to ensure every sales opportunity is maximised
- Learn how to select a product in response to customer requirements
- Learn how to use our HMI configuration software
- Share the strategy of Schneider Electric and the HMI offer

Content

- Presentation of the pull through products that compliment and add value to the HMI offer
- Key features, benefits and unique selling points
- Sales tools and literature; what is available and how to use it effectively
- An introduction to industrial PCs

Products featured:

- Magelis HMIs – text, semi-graphical and full colour touch screen

Training and teaching method

- Presentations and demonstrations, with product selection exercises and 'hands-on' with the products
- Products from our offer will be used to demonstrate or explain learning points throughout the day