

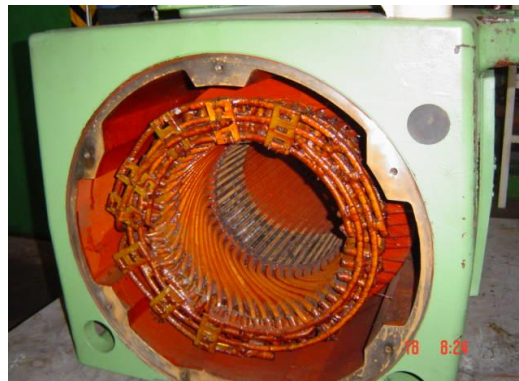
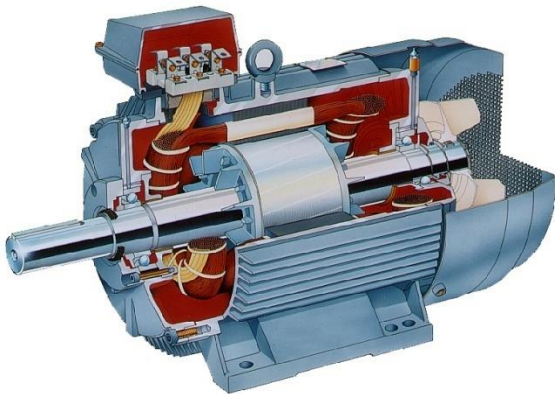
ES-903 Technical Sales: Explosion Proof Machines

Purpose

This program is designed to teach participants how to identify and act upon opportunities for business growth. It will cover proven methods to use in day-to-day marketing efforts. At the end of the training the participant will understand the market trend, customer behavior and demands, and industrial sectors and its need

Objective

1. Understanding the Sales Discipline
2. How to Position yourself as a Person of Value in the Industries
3. What are Rules of Sales Success
4. How to Overcome your Customer Objections to your advantage
5. Identifying the Industrial Sectors
6. How to create your Potential Customers
7. Learn the types of motor commonly found in the industries
8. Where are they commonly used and why?
9. Simple Marketing Tool
10. Record Keeping



Who Should Attend:

- Sales and Services Engineers
- Sales of Rotating Machines Engineers
- Motor Repair and Service Center Sales Personal.
- All Personal involved Rotating Machines Sales and Services

Course Fee : RM 4,200.00 (Valid until 31.03.2015 Excluding GST)

Content

Day1

Session I: SALES IS DISCIPLINE

- Practicing Sales Skill
- New Techniques of Sales
- Rules of Sales Success
- Degree of Failing
- About Success
- Overcoming Objections
- Customers Behavior
- Turning Negative Sales to Positive
- Never Get Caught Selling

Session II: IDENTIFYING CUSTOMERS

- Industrial Areas & Customers
- Gathering Customers Information
- Customer Data Base.
- Consultant Data Base
- Main Contractors Data Base
- Service Workshops
- Planning Sales Visit

Session III: YOUR COMPETITORS

- Strength.
- Design
- Benefits
- Networking

Assignment- Preparing Data Base

Day 2.

Session IV: ELECTRIC MOTOR

- Types of Motors
- Identify the components of a motor and explain their functions.
- Describe the design of a squirrel cage rotor and explain how it works.
- Explain and calculate synchronous speed and explain induction and its effect on a rotor.
- Explain the relationship between phased current and rotor spin.
- Explain slip and know its formula.
- Define torque and explain its role in motor operation.
- Explain the function of a motor starter, and describe the most common types.

Session V: TYPES OF EXPLOSION PROOF MOTOR

- General Principles- Zone ,
- Ignition Temperature.
- Temperature Classification
- Ingress Protection
- Standards, Certification and Marking
- Types of Protection.
- Application.
- Ex-Motors commonly used and industries.

Session VI: Analyzing Sales-Why?????

- Be Positive.
- Be Truthful.
- Reasons? Win & Loses
- Pricing is not always the factors.
- Record Keeping and Sharing
- When, Where and How to Start sales
- Be Sincere to yourselves

Trainer:

Dr Villalan Ramasamy Erg. M (UBI);MBA (UBI), MCIM (UK), TPM (Ger), MMIM, ASTD (USA), AMP (USA) PSMB CPT, Ex-Competent (Aust), Ex-Competent (UK), has been involved in Motor Repair and Services sectors for more than 25 years. He has vast experiences and knowledge in installation, commissioning, maintenances and repairing of rotating machines in Power Stations, Oil and Gas, Chemical, Steel, Cement, and Pulp and Paper Industries during his days working with Multinational companies.

He has undergone training as a trainer with multinational companies on motor repair and services. Has been certified as a “Competent Person” by National Personnel Group of Australia to assess, audit, supervise and sign compliance documentation for the Repair and Overhaul of Explosion Protected Rotating Machines under the Electrotechnology Industry UTE 99 scheme.

He has been certified by AEMT and Loughborough College on “Code of Practice for Repairs to Hazardous area equipment, under the BS IEC 60079 19 and IEC 60079 19 schemes: The Repair & Overhaul for apparatus used in explosive atmospheres which are used in Oil and Gas, Chemical and paint Industries.

He is the Asia Pacific Regional Facilitator for Association of Electrical and Mechanical Trades (AEMT) of UK to coordinate training under the IEC Ex 60079 Scheme for Explosion Proof Equipment. He is also the Local Coordinator for SIRA UK to audit Electrical Workshop under IEC Ex Scheme.

Certified Trainer by PSMB (TTT 1751)