

AquFlow Sales Call Suggested Procedure

Preparation:

1. First conduct the background research on the company in general. What is their business? What are their processes? What fluids and chemicals are likely to be in such a facility? What should be your probing questions for such a facility to find out pump and system opportunities?
2. Second step is to research the internal information on that company and its contacts. This research could be done making phone calls to your contacts and looking up what they purchased in the past. Look up any old communications such as emails, faxes to get up to date with any past or current issues.
3. Then make sure you carry with you relevant information / communications and sales tools such as brochures, data sheets, demo units, parts etc.
4. Most importantly have at least one or two goals / objectives you would like to achieve during this visit. It could be just to get more information on a particular application, or trying to convince the customer to try AquFlow pump in place of a competitor's pump, or final price negotiations for securing the order. Unless you have specific objectives in mind and written down the sales call will degenerate into a social call and the customer will also feel that his time was wasted.

Sales Call:

General Flow - The most important thing to remember here is that you go in as a consultant. As a professional sales person you will be using intelligent questions to navigate through the information to identify a problem that you can provide a specific solution for. A bad sales call is where we sit across and start with opening our catalog and go through it page by page. While we may be impressed by the range and width of our product line, the customer does not care. When you open the same catalog after the need has been clearly identified to show the solution that you just happen to have ready for that particular problem, the customer is very interested.

Walk Through – As you are walking with the customer from the reception area to the offices always pay attention to things around you. You may see things like pumps torn apart for repair, system not working, new box of competitors pumps, pipes or pump leaking, competitors brochure on someone's desk, ground being cleared for new extension to the facility etc. etc. All these are clues that can be used to probe for opportunities.

Start of the call – It is always useful to ask top level questions such as,

What do you make here?

What are the processes that are used?

Where do you have chemicals or liquids that are moved / pumped?

What are the different types of pumps you have in use in this facility?

What is the most critical process?

What is the process that is usually the bottleneck or weak link that often breaks down?

What are the metrics they keep track of and are measured on? Such as MTBF, Cycle time, productivity etc.

What are his experiences with other types and makes of pumps?

Application Specific Questions – Some of the questions you need to ask are,

What is the application?

What is the liquid? Concentration? Temperature?

What is the Min and Max discharge pressure?

What is the Min and Max flow rate?

In some cases the Stroke per min. matters so if it does, what is the Max SPM required?

What is the liquid viscosity?

What is the Specific gravity of the liquid?

What is the viscosity of the liquid?

Does that liquid have solid particles (Slurry)? What is the particles size?

What is the power supply available to drive the pump? AC or DC, Voltage, Hertz, 1 Phase or 3 Phase etc.

Does the environment require special enclosure such as Explosion Proof (ATEX)? Usually we use TEFC motors.

Does the motor need to be IEEC standard?

Other motor Specs?

Do you need Variable Speed Control?

Other motor specs (Inverted Duty motor/ Tropicalization, etc.)?

Do you need Double Diaphragm pump (Leak detection system)? If yes, we can offer conductive leak detection, or Vacuum leak detection, which one you prefer?.

In some cases the liquid evaporates, so we can offer a pump with degassing pump head?

System / Accessories Questions - The above questions are pertinent to the pump. However there are hardly any customers who use the pump by itself. They will have to put that pump on a skid system. The next line of questions need to be about the system,

Who will be putting together the system?

If an outside company or contractor is doing it would you like us to quote a pre-assembled turnkey system including the tank, controls, valve and piping etc.

Do you need any accessories with the pump (Back Pressure Valves, Safety Relief Valve, Strainer, Pulsation Dampener, Calibration column, or Pressure gauge isolator)?

It is important here to emphasize the need to have the system and accessories put together from one source. If there is ever a problem with the system, you do not want to be caught between three or four different vendors who will always blame the other vendor's item for the failure. If they buy it all from us then there is one source who takes responsibility of everything related to the pump skid.

Other question to ask about skid systems -

How many pumps do you need on the Skid system?

What are the required accessories? (Back Pressure Valves, Safety Relief Valve, Strainer, Pulsation Dampener, Calibration column, or Pressure gauge isolator)?

What is the required Skid Material?

Note: In some cases where the skid contains Metallic tanks, we recommend that the customer fabricate the tank locally because of the shipping cost plus the lead time.

Do you need Control System with the Skid?

Note: Control Systems divided into:

- Open loop (Without feedback signal) that will contain only VFD or ECCA, or Both for dual axis control.
- Close loop (With feedback signal), that will contain VFD, or ECCA, or both with **IVAX**. Show him the IVAX brochure.

Do you need mobile station skid system? (Skid mounted on Cart).

Review With the Customer – Before you end the call review some of the important information you have collected. Importantly review the next actions from you and if there are any actions from him. Leave him with a timeline as to when he can expect the answers, quotes etc.

Follow Up - Make a note in your calendar and task list the steps you need to take to deliver on the promises you have made to the customer. If you have conducted a brilliant sales call but have no follow up and no delivery on promises then you have lost trust with the customer when may never buy from you. On the other hand if your follow up and deliverables are on time it establishes trust and the customer is more likely to order from sales people he can trust.