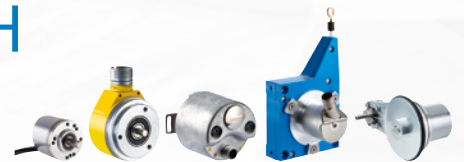




THE ENCODER SALES APPROACH

IDENTIFYING POTENTIAL & OPPORTUNITIES FOR ENCODERS



Workbook

SICK
Sensor Intelligence.

INTRODUCTION

WORKSHOP OBJECTIVES

To answer the question that often lingers in the minds of participants –
Why am I here, and what am I supposed to learn here? –
let us introduce the workshop objectives.

Learn a new approach how to place the topic encoders in a customer's conversation

- by only needing a few minutes
- by a correct observing of the application
- through a given process

Implement the SICK way of selling encoders

- based on a common sales cycle
- by using common selling language
- by increasing your mindset for encoders

Make it easier to identify if the customer has encoder potential

- by asking the right questions

Improve teamwork and leadership support

- through a common sales language and tool set

Gain competitive advantage and improve profitability

- by developing your encoder sales process

Open your mindset for encoders

- in your customers application

KNOWLEDGE REQUIREMENTS

To work with your customer on a professional level you should have profound encoder knowledge. If you are insecure about encoders please ask your local SICK contact for product training.

HOW TO USE THE GUIDE

This guide is a supporting tool for the “THE ENCODER SALES APPROACH” workshop. It is an interactive document, to support you and transfer your ideas, thoughts and solutions into your daily situations at customer calls.

So please consider this not as a new tool. It is supporting material to existing workshops.

Please note that it is a guideline, not a straightjacket – every application and customer is different and your business judgment and experience will play a key role in determining which actions should and which should not be included in particular.

SALES PROCESS OVERVIEW

To put the workshop in perspective, we will recap the overall sales process on a high level.

TYPICAL SALES CYCLE

In the following we summarized a typical sales cycle which will be referred to this workshop.

A buying decision is the end result of a thorough process. Customers will generally move through this sales cycle arriving at the decision to buy.

Each customer will move through this sales cycle at a different pace. The same customer may also vary the process, occasionally appearing to skip over a stage, while at other times being reluctant to move on from a particular stage. It is important to recognize that the customer needs to be satisfied at each stage before being prepared to move on to the next part of the process. Otherwise you will appear to be “pushy”.

Setting the stage

Start the conversation in a positive manner to build up a good customer relation.

Strategic questioning & listening

Asking questions to obtain information and identify customer needs is known as “Strategic Questioning”.

Opportunities & Needs

To clearly identify the customer’s attitude we to need know how to differentiate an “Opportunity” from a “Need”.

Product/Feature/Benefit (PFB)

The key in this stage is to sell the product and it’s benefit to the customer, and never assume what the customers want!

Grand Finale

Once all five stages have been completed successfully, the close becomes the natural conclusion.

Skills/ Knowledge/ Attitude

Enhancing your performance levels in each of these competencies will focus your potential and build a successful foundation.



We will focus on the following two subchapters:

Strategic Questions & Listening

Asking questions to obtain information and identify customer needs is known as “Strategic Questioning”.



Opportunities & Needs

To clearly identify the customer’s attitude we need to know how to differentiate an “Opportunity” from a “Need”.



CHAPTER 1

Let us assume that you have a customer visit and you are willing to spend a few minutes to get a better understanding about the potential for encoders at this customer site. After a conversation you probably get the chance to take a quick look at his application, plant or machine.

APPLICATION EXAMPLE

The workshop instructor will introduce you to the application. He will also give you a short introduction and ask you to make notes.

After work activity – transfer on current customers

Fill in the application template with an application from one of your customers.

Note:

You might not know the specific encoder task or the drive concept of the machine; this section can also be filled out later on.

APPLICATION TEMPLATE

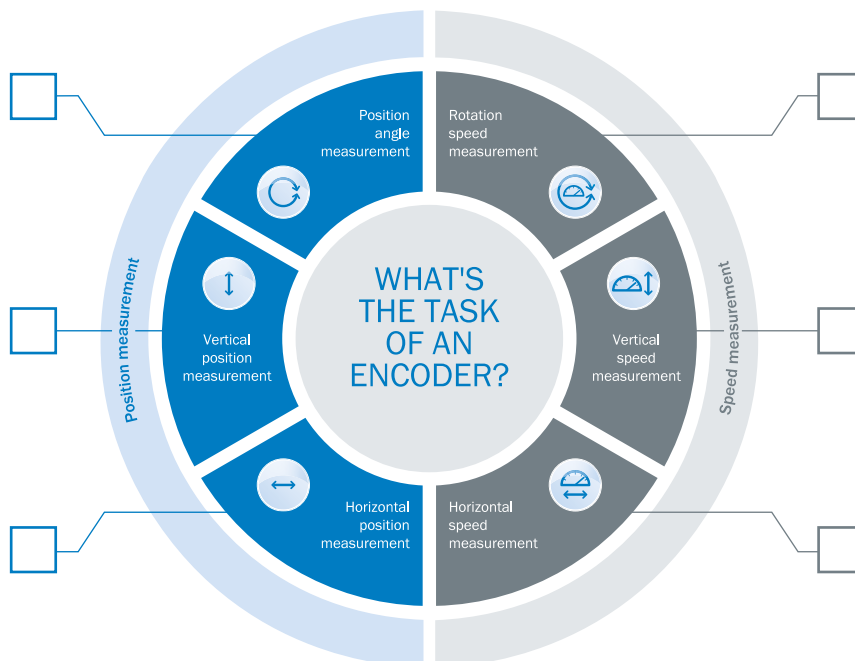
Customer:

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Application task:

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Encoder task:



CHAPTER 2

When you see a huge application, a complex plant or a covered machine, there is almost no chance to see directly the encoders and their use. So let us define where it is useful to take a closer look.

ENCODER TASK

Remember:

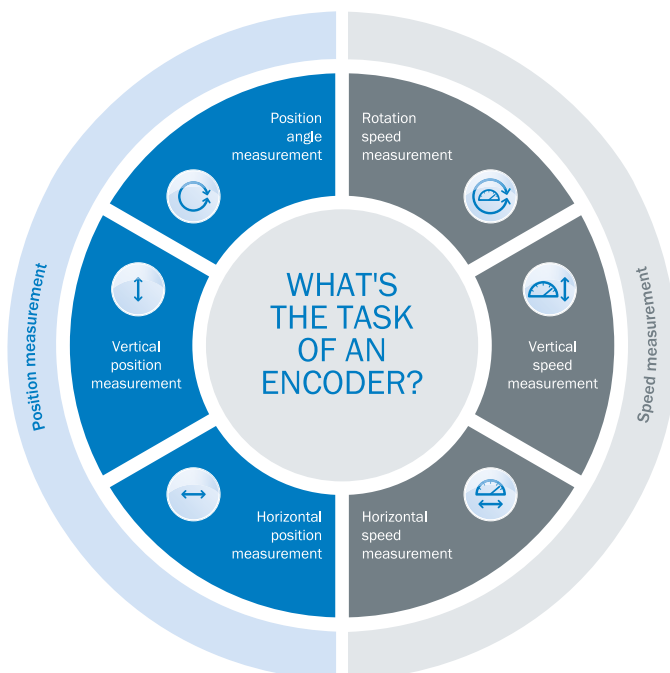
- Typical Sales Cycle
- Opportunities & Needs
- Hidden and open needs



To identify if the customer is currently using encoders or if there is potential for encoders you need to know what tasks encoders potentially can fulfill and to what parts of machines you have to pay attention to.

All in all encoders can be used in diverse Applications but basically encoders are used for a low number of defined tasks.

The following table contains all **generic encoder tasks**:



With this information it should be easier to analyze the customer's applications.

So all eyes on **movements** with a need to be measured:

- Rotary movement
- Linear horizontal movement
- Linear vertical movement

After work activity – transfer on current customers

Take your example of a customer application from your application template and classify the movements in the generic task table.

CHAPTER 3

After you have spotted the movements which could be tracked by encoders you need to talk with the customer about your presumption.

To avoid the simple (closed) question “Do you use encoders?” and get just a yes/no answer you might ask in different ways to stay on a professional level. You also will understand the way the customer solves speed, position or angle measurement tasks (even if at the end of the day the customer does not use an encoder but have potential for another SICK sensor).

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Pre work activity – define questions to ask for the encoder potential

Discuss in a group of two or three, which questions would help you to get more information about the encoder potential, while observing the application or after you have seen the application.

Define at least 4 questions.

STRATEGIC QUESTIONS

Remember:

- Typical Sales Cycle
- Strategic Questions & Listening
- Open & Closed Questions



The questions which **ask for encoder potential** in a different way than “do you use encoders” are summarized in the tables below.

They are categorized in two categories: **Encoder specific & General.**

Encoder specific SQ:

These questions are useful to ask for the need of encoders in general and for the encoder type that could be used.

- What movements do you monitor?
- How do you monitor it?
- What is important by monitoring?
- What is the equipment that your machine interacts with?
- What interface do you use in your machine?

General SQ:

These questions are useful to ask for the net sales encoder potential.

- What is your current machine portfolio?
- How many machines do you sell?
- How many suppliers for sensors do you have?
- Who are your suppliers for Motion Control Encoders?

After work activity –
define your questions
to ask customer

Define the questions you want to ask your customer during the next visit.

CHAPTER 4

Congratulation – you finished your “THE ENCODER SALES APPROACH” session and hopefully learned new approaches to present encoders at your customers.

FOLLOWING PROCESS

Now you can support the customer with detailed information about our products, benefits or programmability and chose the suitable encoder with support of the following tools:

- Encoder catalogue
- Encoder Selection Guide
- Encoder App
- Encoder Application Book

You can download these and additional tools online on the SICK website. For more detailed information or additional questions on encoders please get in contact with your local SICK contact. He knows all the available processes of encoders and can address your customer’s specific needs to make sure you’ll get the best support to increase the encoder business in your sales territory.

To finish the first phase of the sales cycle, please do not forget to enter the defined encoder potential in your local ERP system.

SICK AT A GLANCE

SICK is a leading manufacturer of intelligent sensors and sensor solutions for industrial applications. With more than 8,000 employees and over 50 subsidiaries and equity investments as well as numerous agencies worldwide, we are always close to our customers. A unique range of products and services creates the perfect basis for controlling processes securely and efficiently, protecting individuals from accidents and preventing damage to the environment.

We have extensive experience in various industries and understand their processes and requirements. With intelligent sensors, we can deliver exactly what our customers need. In application centers in Europe, Asia and North America, system solutions are tested and optimized in accordance with customer specifications. All this makes us a reliable supplier and development partner.

Comprehensive services round out our offering: SICK LifeTime Services provide support throughout the machine life cycle and ensure safety and productivity.

For us, that is “Sensor Intelligence.”

Worldwide presence:

Australia, Austria, Belgium, Brazil, Canada, Chile, China, Czech Republic, Denmark, Finland, France, Germany, Great Britain, Hungary, Hong Kong, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Norway, Poland, Romania, Russia, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, USA, Vietnam.

Detailed addresses and further locations → www.sick.com