



Masterclass 2018

Purpose of session:

To follow on from Smoke Screen Webinar and Sales training Skype call. This session will be an in-depth technical & sales course for sales professionals and sales support. By the end of the session you will know everything you need to know about Smoke Screen products, how to technically connect products to existing security systems and the security fog market in general including competition. You should also be able to fully and confidently give sound advice on selling, surveying and specifying Smoke Screen products.

Accreditation you will receive:

- Certified Master in Technical Sales

Agenda

09:00 - Technical integration with existing security systems

Technical overview for sales to give full understanding of how to integrate Smoke Screen products to existing security systems.

09:30 - Surveying & Selecting products workshop

Understanding how to survey, questions to ask to select the correct products and best practice for Euroma to assist their customers with opportunities and projects. Including practical machine placement, selecting nozzles and seeing these in live demo's.

11:30 - Security Fog Top 10 markets and applications

Finalising the understanding where security fog is used, how and why.

12:00 - Competition & Smoke Screen USP's

Understanding what the competition offers, reviewing competitors products and what makes Smoke Screen different including Unique Selling Points (USP) that Euroma and customers can use to win sales.

12:40 – Exam

15 minute exam

12:55 - Accounts and projects support & product official launch

Further assistance Concept offer Euroma.