

Industrial Automation Industry Playbook

Discussion Guide for Distributors

Now that you have completed the Industrial Automation training module, it's important to connect with your supervisor/manager to confirm what products and services your company supports in this market and what role in the ecosystem your company participates in. Use this discussion guide to align your company's go-to-market strategy with your learning experience.

Segments and Players:

1. Which end-user markets/segments do we participate in?

2. What is our value proposition to these end-user markets? What core drivers do we support?

3. Which of the following manufacturing environments are our products used for?

- Discreet
- Process
- Project
- Mass production
- Batch production
- Job shop
- Assemble to order
- Made to order
- Engineer to order
- Made to stock

- Our solutions can be tailored to all the environments

4. Which industry players do we interact with?

5. What is our value proposition to these industry players?

Products:

6. What product categories and product lines do we carry for the Industrial Automation market?

7. Which product categories do we keep in stock?

8. Which of these product lines/categories tend to be specified?

Selling Through Distribution:

9. Which product types and/or manufacturers do you have exclusive partnerships with?

10. What programs do we have to generate demand?

11. Which product types generate the best margins for us?

12. Do we offer any training programs to support our customers? If so, what training is provided?

Other questions you have for your manager or team members:
