

Industrial Automation Playbook

Discussion Guide for Manufacturers' Reps

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?

- | | | |
|--------------------------------|--|---|
| <input type="radio"/> Discreet | <input type="radio"/> Mass production | <input type="radio"/> Assemble to order |
| <input type="radio"/> Process | <input type="radio"/> Batch production | <input type="radio"/> Made to order |
| <input type="radio"/> Project | <input type="radio"/> Job shop | <input type="radio"/> Engineer to order |
| | | <input type="radio"/> 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 do we provide to the Industrial Automation market?

7. How are these products typically treated on a specification? Are they generally spec'd: alone / as equal / generic / or a combination? (circle which ones apply)

Selling Through Distribution:

8. What types of distributors do we partner with that target the Industrial Automation market?

9. What best describes our distribution policy/strategy for the manufacturers we represent in the Industrial Automation market?

- Exclusive
- Selective
- Broad

10. Which of our Industrial Automation product lines are stocked by distributors?

11. Which of our Industrial Automation product lines get shipped directly to customer site from our manufacturers?

12. How do we help our distributors increase product demand?

13. Do we have any training programs to support our distributors? If so, what programs do we offer?

For the next series of questions, you will recall the financial concepts and support programs you learned in Chapter three of the module.

14. How do we help our distributors increase gross margins?

15. Do we have any programs to assist with inventory turns?

16. How do we help our distributors lower their operating costs?

Other questions you have for your manager or team members:
