

Industrial Automation Playbook

Discussion Guide for Manufacturers

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 types of products do we provide to the Industrial Automation market?

7. How are our 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 sell our products through?

- Full line
- Automation
- Process Control Distributor
- Value Added Reseller
- Online Distributor: Amazon, e-Bay, etc.

9. What best describes our distribution policy/strategy?

- Exclusive
- Selective
- Broad

10. Are our products stocked by distributors or do we ship them directly to the customer site?

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

The next series of questions focus on the financial concepts and support programs you learned about in Chapter three of the module:

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

13. How do we help our distributors improve gross margins?

14. What programs do we offer to help distributors with inventory turns?

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

List other questions you have for your manager or team members:
