

Win / Fight / Walk Away

ESA614

FLUKE®

— Biomedical



LANDAUER®

Win/Fight/Walk Away

Three segments

1. Old Product Guy
2. Documentation Freak
3. The Rookies



Goal: Get customer to talk holistically about what/how they do now to understand people, process, equipment

Old Product Guys - How do you do Electrical Safety Tests Today?

Product

Key Question:

Tell me about the age of your electrical safety equipment

Win:

Customer has Older Products,
non automated

Onboard automation and
memory allow the user to
standardize work and save test
time on each test (~.2min). SW
will have a faster learning
curve and better compliance

Only US standards, Automation
features allow for standard work
which makes learning curve faster
and time savings. Ability to store up
to 1000 records and offload in PDF

Fight:

Has current or semi-current
non-automated products; or
extremely focused on
size/weight

Highlight positive impact of
standard work on learning
curve & compliance. If size/wt
what is labor cost of automation
vs larger device? Use ROI
calculator

Built in automation makes it
easier/faster to create standard work
which allows staff to learn faster and
makes compliance easier. Device
creates test record which can be
offloaded later.

Walk Away:

Has Medtester or other highly
integrated product or prioritizes
size/wt

Keep customer in mind
for future workflow
automation products

These customers will not be happy
with this solution, need to move them
once workflow automation is
available

Documentation Freak — How do you do Electrical Safety Tests Today?

Process

Key Question:

Tell me about how you document your test results

Win:

Cares about documentation, wants electronic test record

Onboard automation & memory allow for record of each test step with complete report for each DUT. Up to 1000 records can be stored, then offloaded to PC
"ESA 614 creates test records automatically and saves up to 1000"

Built in automation makes it easier/faster to create standard work which allows staff to learn faster and makes compliance easier. Device creates test record which can be offloaded later.

Fight:

Does bare minimum, documents only pass/fail;

Onboard automation makes it easier to comply to standards and test more efficiently than manual testing. Ask about risk management vs audits; having automation allows any user to complete required tests and have automatic documentation

ESA 614 helps make required tests easier/faster through automation, test reports from device make records & compliance easy

Walk Away:

Has Medtester or other highly integrated product

Keep customer in mind for future workflow automation products

ESA 614 does not integrate to CMMS, difficult to move these customers to current solution

Rookies – How do you do Electrical Safety Tests Today?

People

Key Question:

Tell me about how well trained your staff is? Do you have difficulty with compliance?

Win:

Not well trained (new, turnover), lower or difficult compliance

Highlight using onboard automation allows for standard work which shortens learning curve and increases compliance. New people will be trained faster/easier. "ESA 614 is easy to learn and helps with compliance"

Built in automation makes it easier/faster to create standard work which allows staff to learn faster and makes compliance easier. Device creates test record which can be offloaded later.

Fight:

Has good training & compliance, low turnover

Talk about onboard memory and ability to save full day and up to 1000 test records, and ability to offload electronic copy of test results. Also highlight time savings for entire staff. "ESA 614 allows you to save time, easy SW, and to save and offload test records"

Onboard memory allows full day of testing to be saved and downloaded later (up to 1000 records), PDF can be offloaded for easy documentation. Growing library of application & how to materials

Walk Away:

Stuck on old process/bare minimum

Work on educating customer about NFPA 99, refer to education track

These customers may not understand current requirements, need education; refer to education materials and applications