



Screw air compressor sales skills and sales tactics

How to market Air Compressor Products & Services?

The fifth step in marketing air compressor products and services is to nurture your leads and customers. Marketing does not end when you generate a lead or make a sale. You need to maintain a relationship with your prospects and customers, and provide them with relevant and timely information, offers, and support.

Should compressed air sales reps be trained?

Today, training of compressed air sales representatives, said Melch, is about much, much more than selling products. "A more knowledgeable sales rep is a more confident the sales rep and that person is going to do a better job for the customer," Melch said.

Do you need a sales engineer for a compressed air system?

Simply said, there's a lot riding on the knowledge of a sales engineer for those who invest in compressed air systems to power their plants, said Frank Melch, Vice President - Sales, Zorn Compressor & Equipment (), based in Pewaukee, Wisconsin.

How important is compressed air sales training?

For most OEMs and local compressed air companies, in-depth sales training is an ongoing and essential requirement given the complexities of compressed air systems, the critical role the systems play in virtually all manufacturing operations and the diversity of applications. Training is also something that continuously evolves.

How do sales engineers develop compressed air expertise?

Creating and fostering compressed air expertise involves ongoing training and education, whether sales engineers are in the early, or later stages of their careers. "There's a difference between training and development," said Melch of Zorn.

Can a compressed air sales meeting be a learning opportunity?

OEMs and local compressed air sales companies commonly turn regular sales meetings into teaching and learning opportunities. (Photo courtesy of Zorn Compressor & Equipment.)

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3. 86% of air compressor sales staff asked inappropriate questions When we sell machines, we want to understand the customer's psychology, what the customer is thinking, how much the ...

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