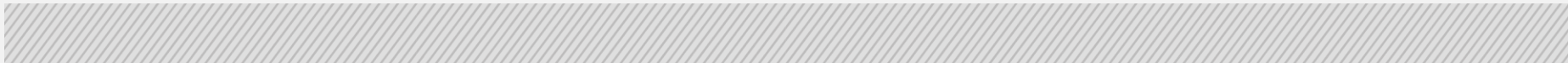




Pre-Sales and Site Survey Actions

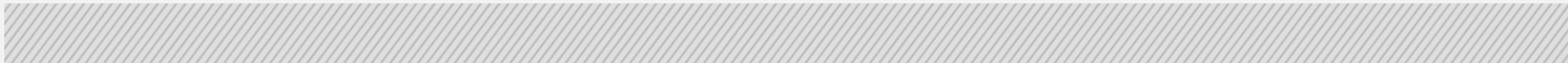
Mr. Christopher Micallef
Technical Consultant





I would like you to please switch off your mobiles or put them in silent

Mr. Christopher Micallef
Technical Consultant



Surveying a Site



Engage & Acknowledge

Ask if Any Competition

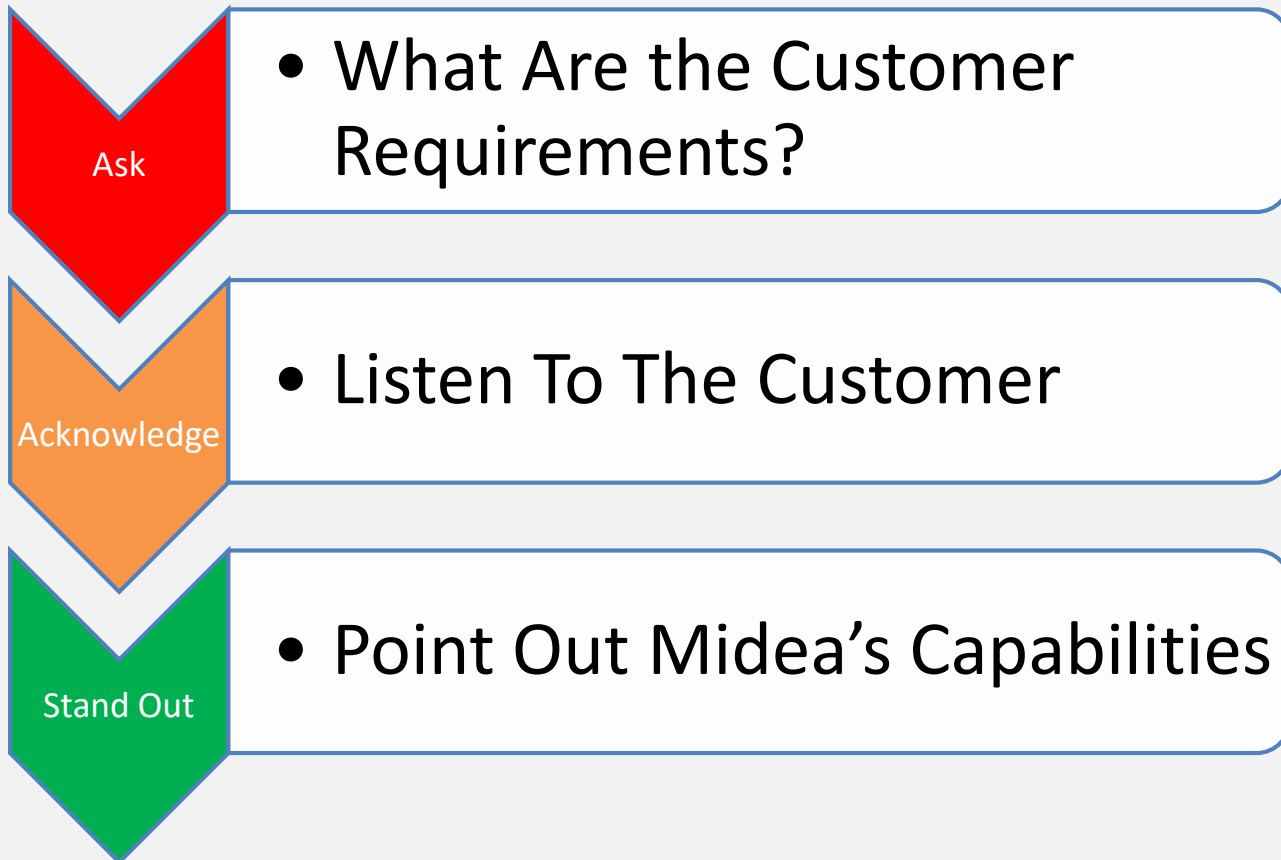
Time Scales

Prospective Budget

Prospective Energy Efficiency

Advertise and Educate Midea

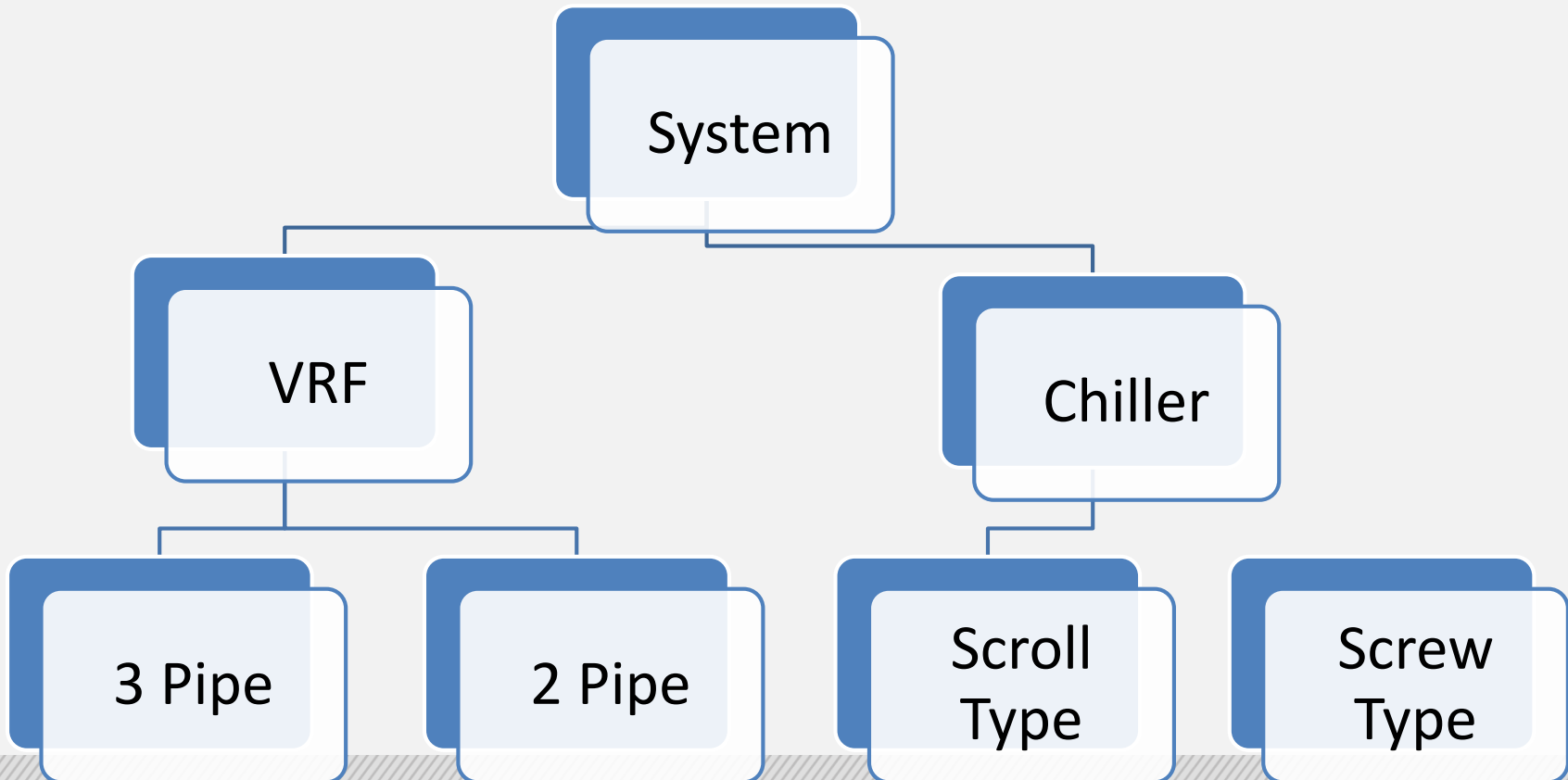
What to look for



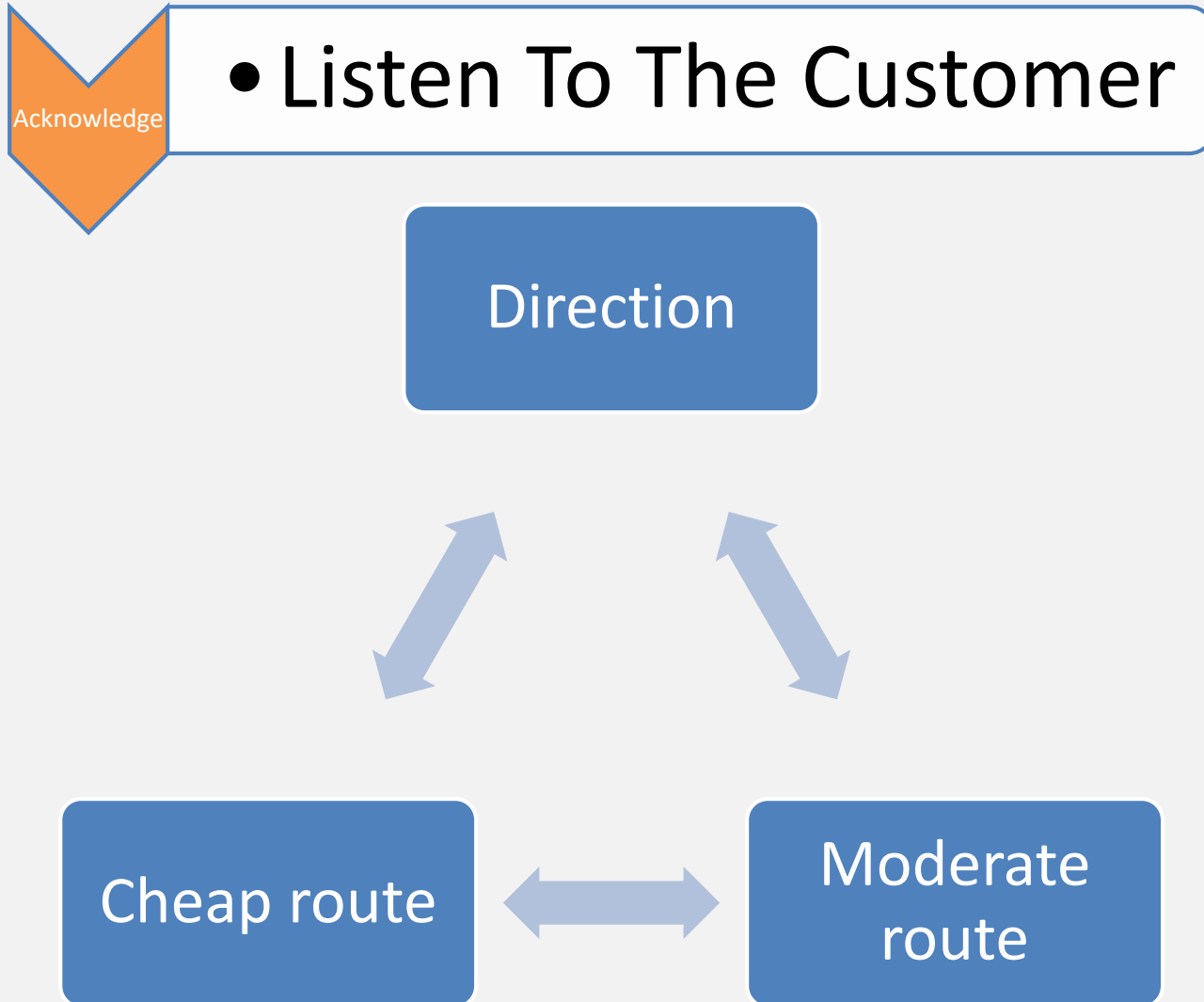
What to look for

Ask

- What Are the Customer Requirements?



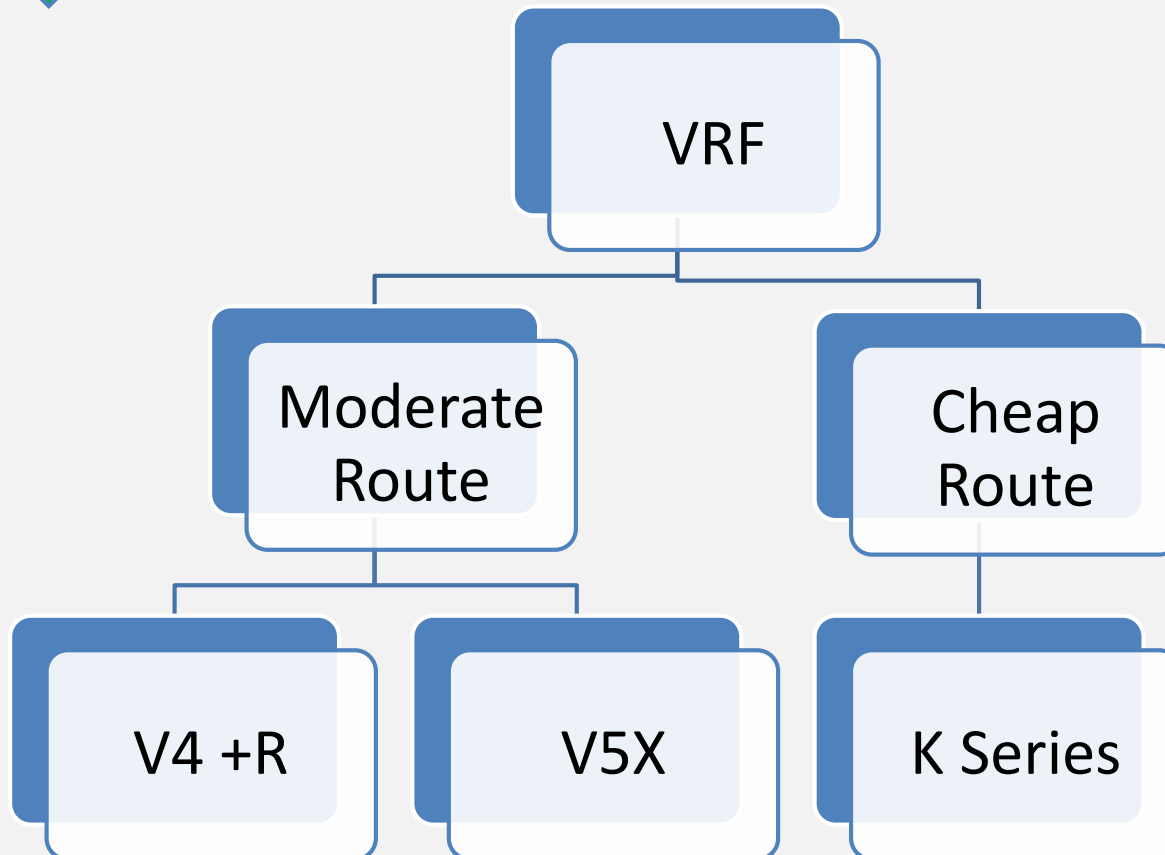
What to look for



What to look for

Stand Out

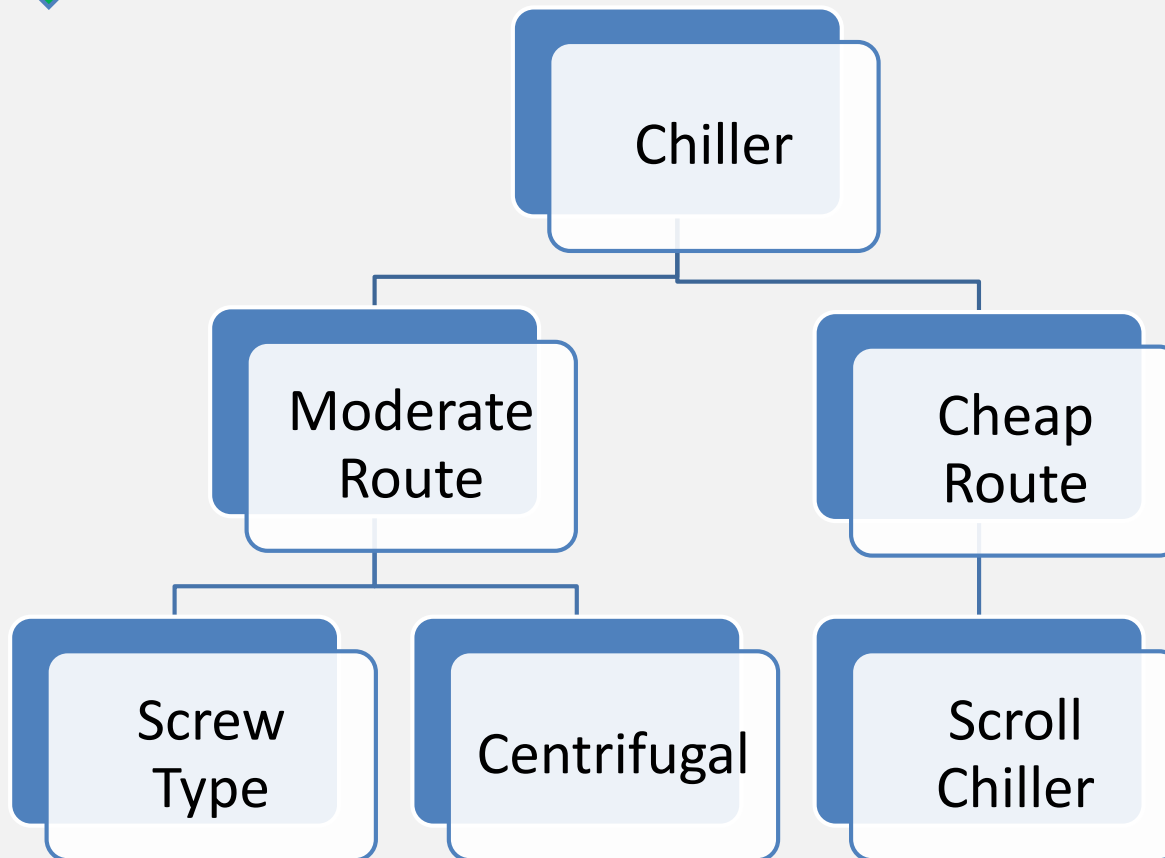
- Point Out Midea's Capabilities



What to look for

Stand Out

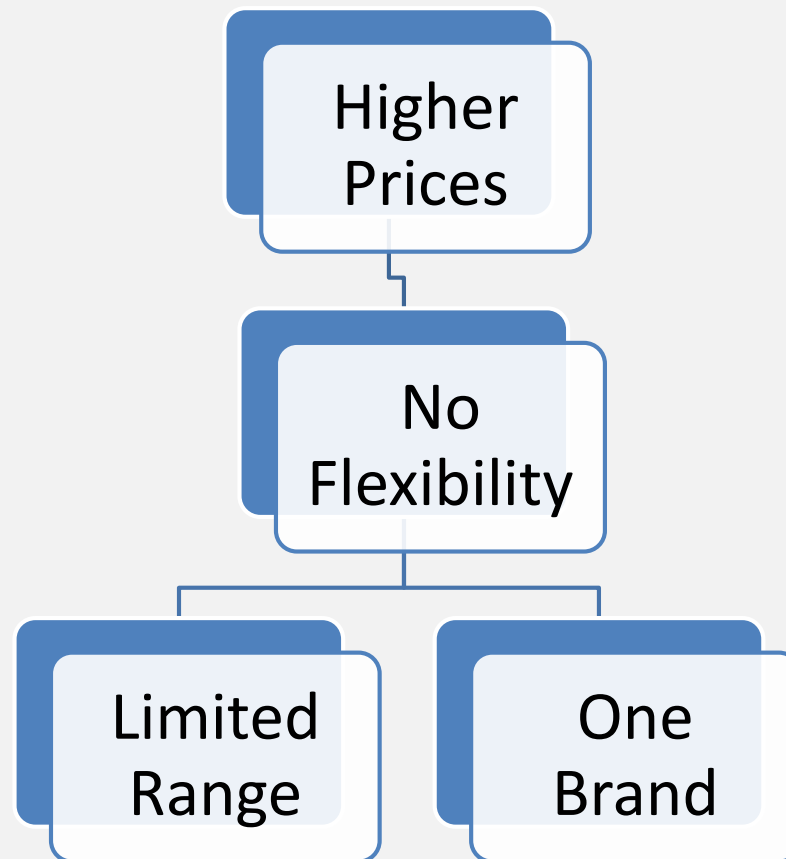
- Point Out Midea's Capabilities



Any Competition

Advantage

- Knowing there Weakness



Any Competition



- Know there Strength

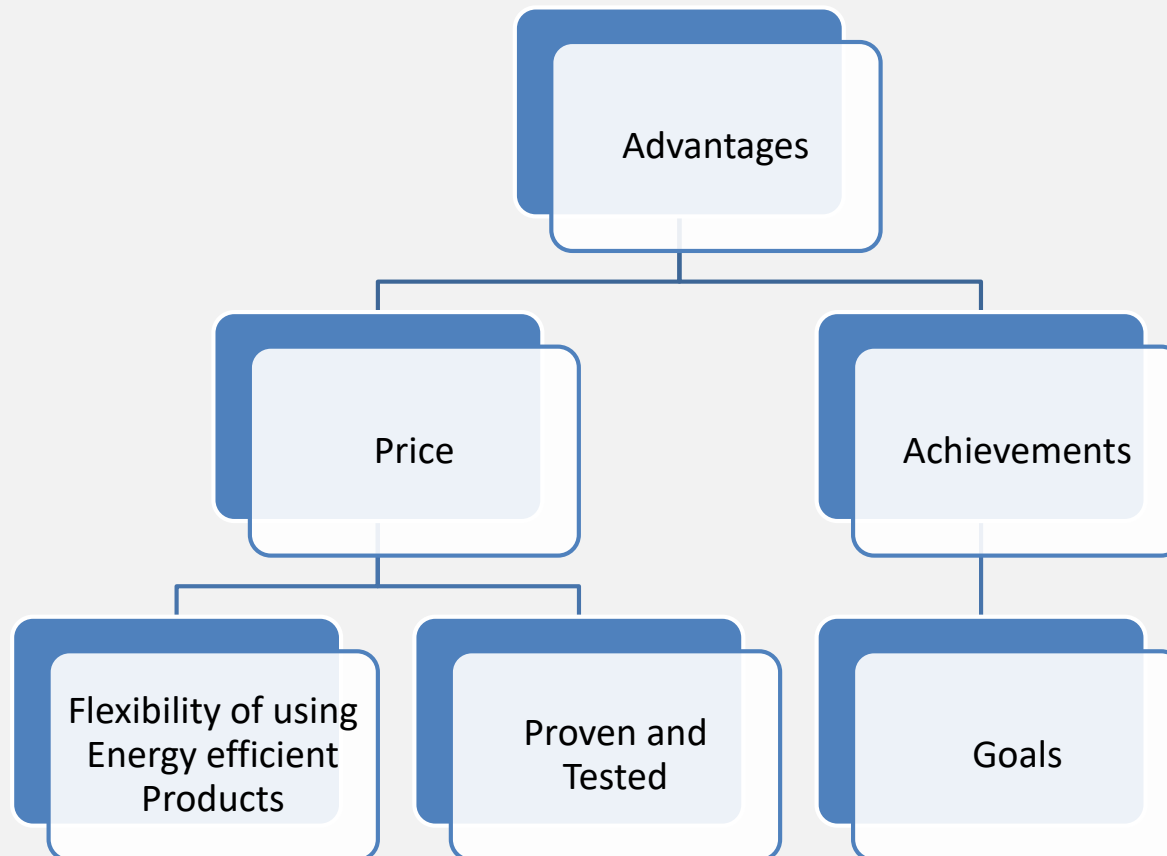
Brand
Name

Energy
Efficiency

Any Competition

Stand Out

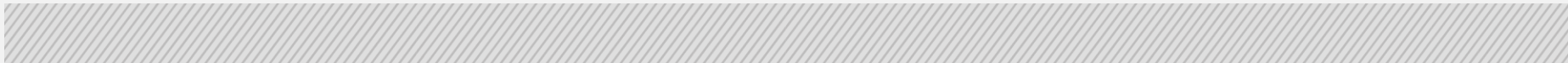
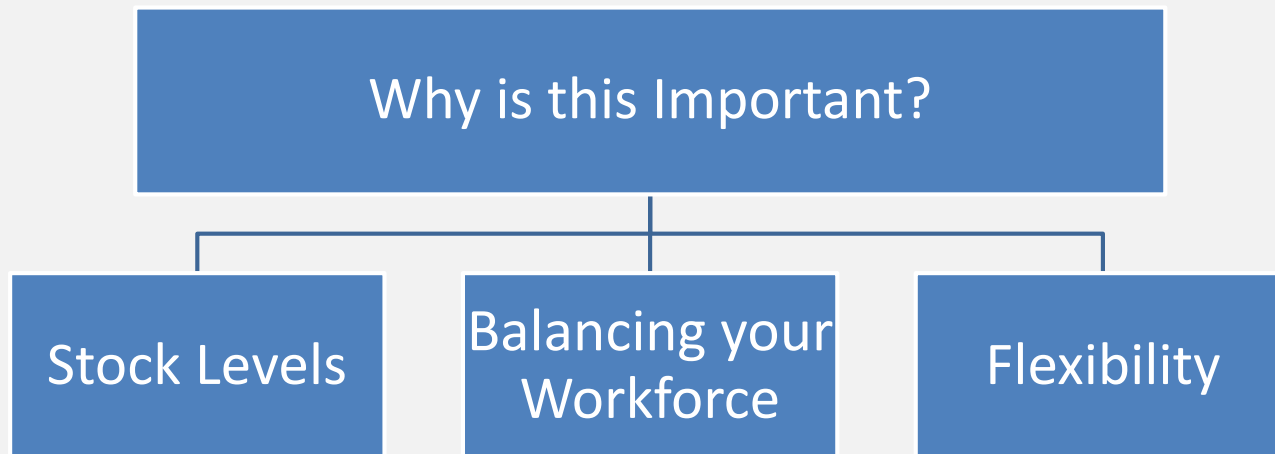
- Convert to Midea



Time Scales



- Know the Project Expected Delivery



Time Scales

Acknowledge

- Use this information to your Advantage

If it is in a Short timescale

Recommend
what you
have in Stock

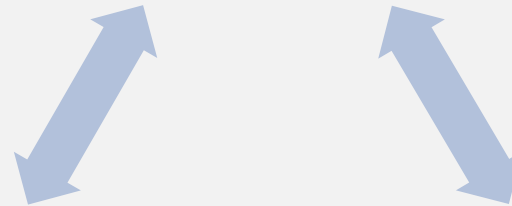
A probability
of increasing
your Margins

Time Scales

Stand Out

- Provide multiple options

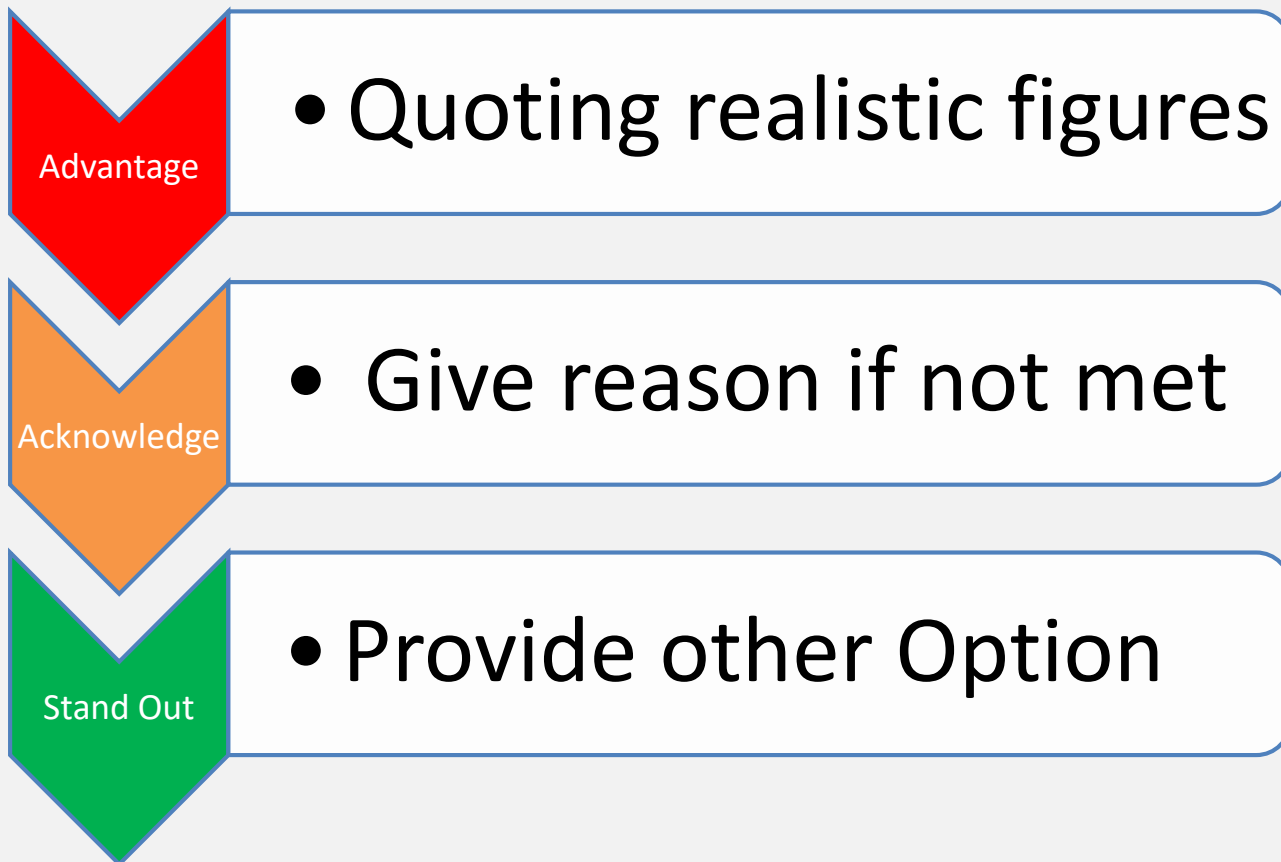
Out of Stock



Suggest Other
Equipment

Ask Midea

Prospective Budget



Prospective Budget

Advantage

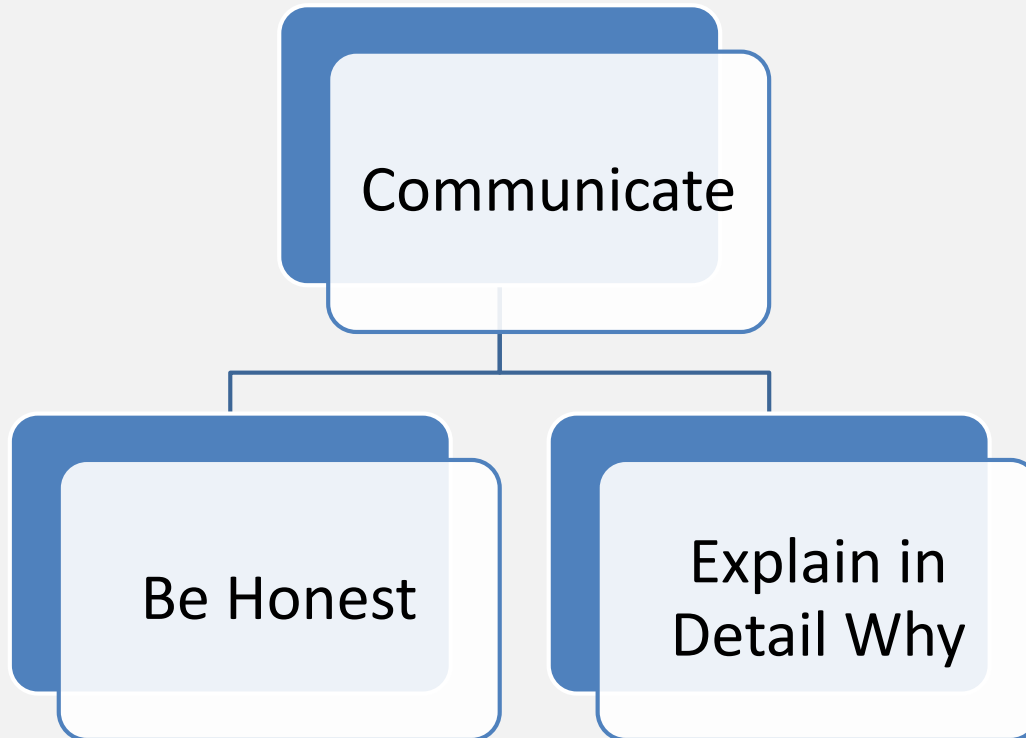
- Quoting realistic figures

Increase the Possibility of winning the Project

Prospective Budget

Acknowledge

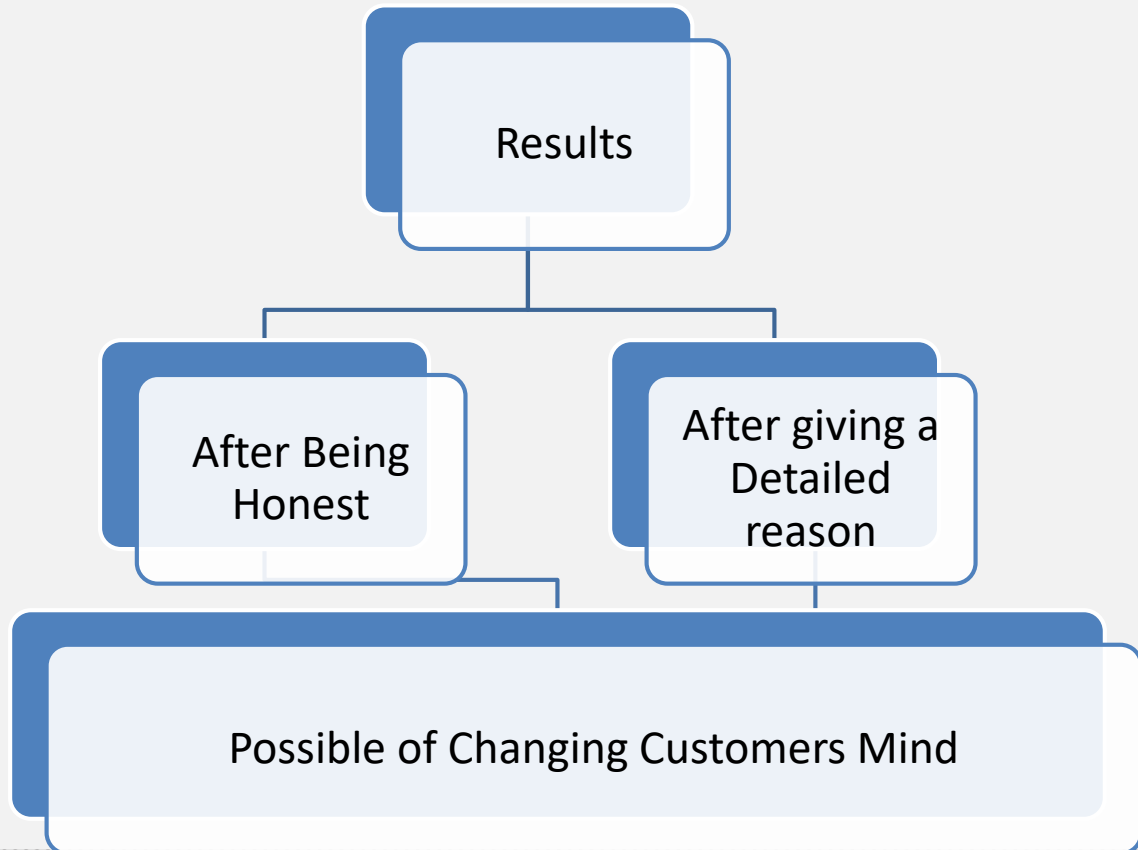
- Give reason if not met



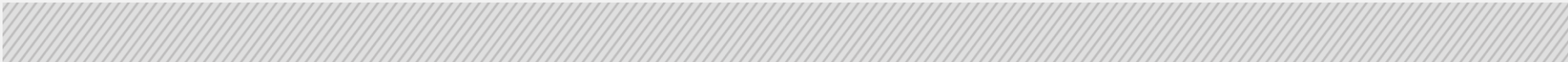
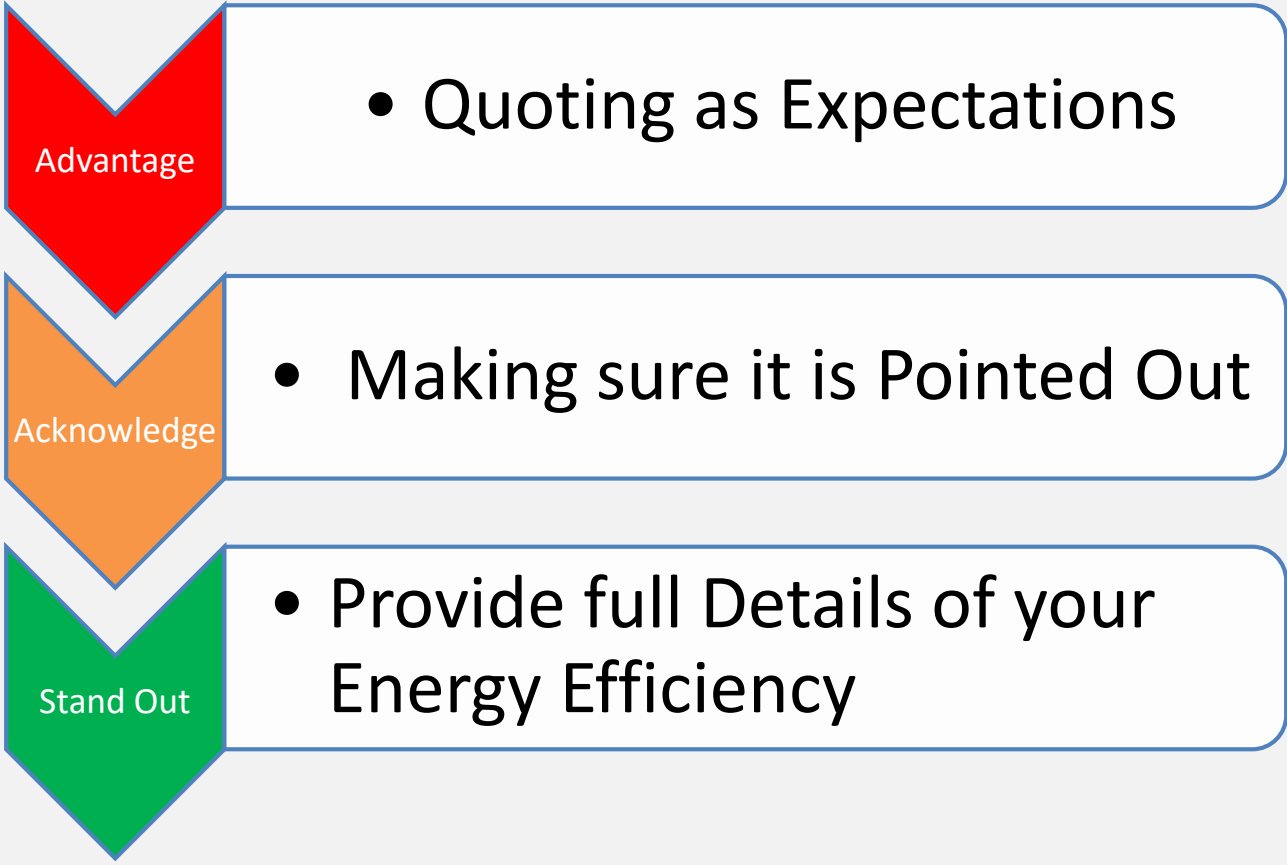
Prospective Budget

Stand Out

- Provide other Option



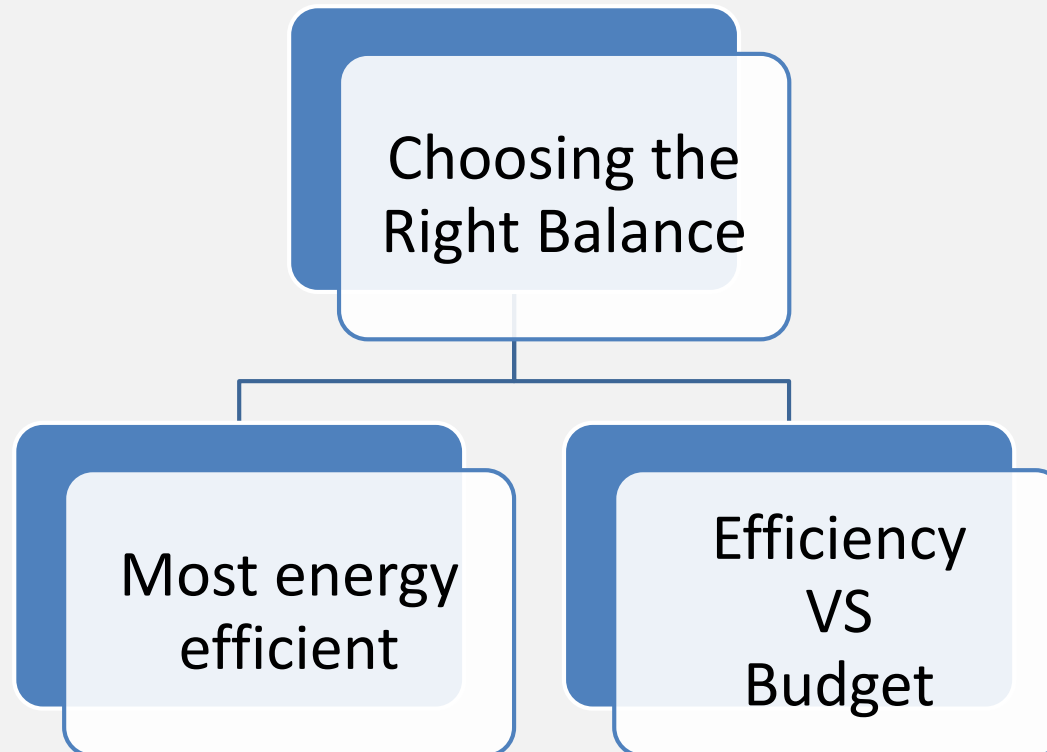
Energy Efficiency



Energy Efficiency

Advantage

- Quoting as Expectations



Energy Efficiency

Acknowledge

- Making sure it is Pointed Out

Explain Why You Chosen This Model

Energy Efficiency

Stand Out

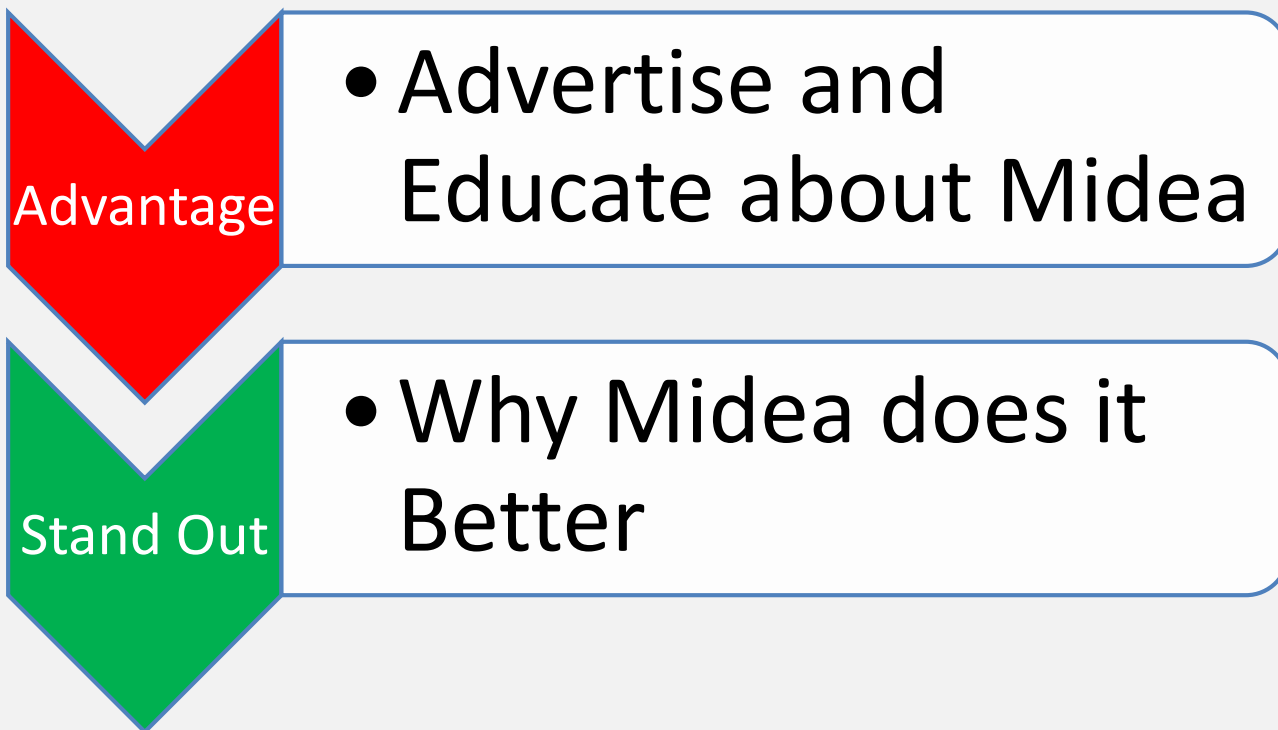
- Provide full Details of your Energy Efficiency

Communication

Make sure they understand
other competitors Efficiency
Tests

Point out your
Efficiency
Tests

Advertise and Educate



Advertise and Educate

Advantage

- Advertise and Educate about Midea

Make Sure Your Customer Knows Midea

Point out who Midea are affiliated with

Point out Where Midea are in the World and Market Share

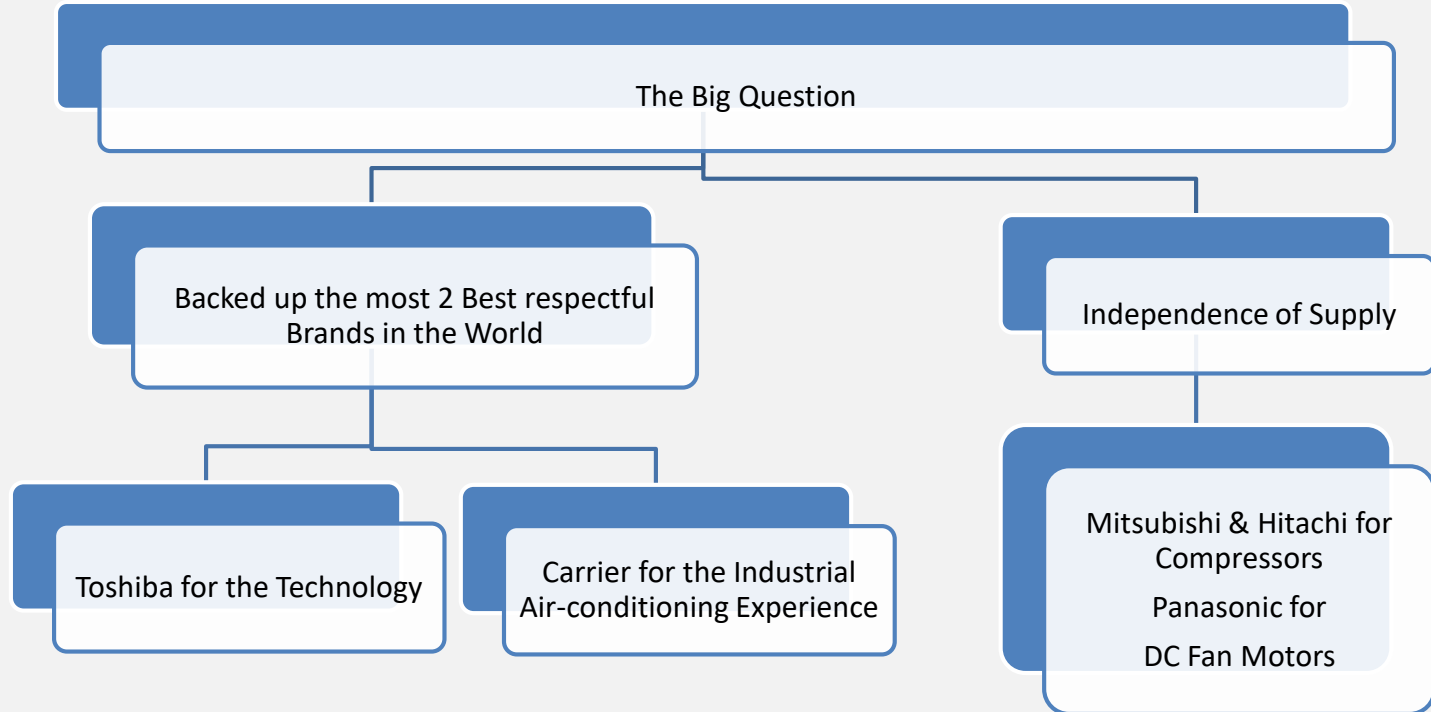
Give the Right Reason Why Midea are not always the big known Brand

State the Obvious with OEM

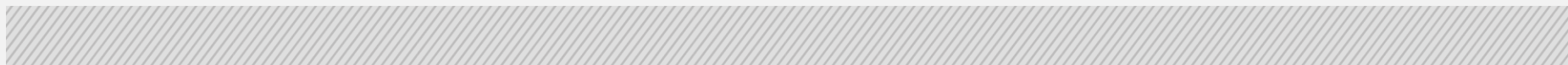
Advertise and Educate

Stand Out

- Why Midea does it Better



Q & A



Thank you

