

HOW TO SELL GRUNDFOS ALPHA1

Let's look at what to highlight when you talk to your customers about the ALPHA1. First, explain that the ALPHA1 is a circulator pump for heating systems. Next, there are two sales arguments to cover that you can see below.

When you meet your customer, remember:

- Keep it simple
- Be specific
- Make sure the customer understands the benefits of choosing this product



THE KEY SALES ARGUMENTS FOR YOUR CUSTOMERS ARE:



THE ALPHA1 IS GREAT VALUE FOR MONEY

ALPHA1 is a simple and easy-to-use pump with a really fair price.



THE ALPHA1 IS ROBUST AND DOES THE JOB

ALPHA1 is part of the Grundfos ALPHA family, which has sold more than 3 million units. In other words, it is robust, tried and tested.

be
think
innovate

GRUNDFOS 