

HOW TO SELL GRUNDFOS ALPHA2

Let's look at what to highlight when you talk to your customers about the ALPHA2. First, explain that the ALPHA2 is a circulator pump for heating systems. Next, there are three 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:



BEST-IN-CLASS EFFICIENCY MEANS SAVINGS FOR YOU

The ALPHA2 has been rated the best in efficiency compared to similar products. In fact, an ALPHA2 can cut energy consumption by up to 80%! Good for the environment and good for your electricity bill.



UNBEATABLE COMFORT: THE SAME TEMPERATURE IN ALL ROOMS

Many heating systems tend to warm up the rooms close to the boiler room, and leave the rooms that are further away cold and uncomfortable. With the ALPHA2 all rooms are heated evenly and your indoor climate is improved.



THE ALPHA2 IS LOW-NOISE

No one wants to hear their heating pump. The ALPHA2 operates with extremely low noise levels, so it won't disturb anyone in your home.

be
think
innovate

GRUNDFOS