

HOW TO SELL GRUNDFOS ALPHA3

Let's look at what to highlight when you talk to your customers about the ALPHA3. First, explain that the ALPHA3 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:



MONITORING VIA GO REMOTE

ALPHA3 can be monitored via Grundfos GO Remote, which allows even fast trouble shooting if needed. Weekly scheduling and detailed status information, warnings and alarms on your smartphone.



BEST-IN-CLASS EFFICIENCY MEANS SAVINGS FOR YOU

The ALPHA3 has been rated the best in efficiency compared to similar products. In fact, an ALPHA3 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 ALPHA3 all rooms are heated evenly and your indoor climate is improved.

be
think
innovate

GRUNDFOS 