

HOW TO SELL GRUNDFOS MAGNA1

Let's look at what to highlight when you talk to your customers about the MAGNA1. First, explain that the MAGNA1 is a circulator pump for heating and cooling. 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:



COST-EFFICIENT REPLACEMENT PUMP WITH SIMPLE CONNECTIVITY

The MAGNA1 is the simple pump with best-in-class energy efficiency and simple connection for integration with building management systems.



SCADA INTEGRATION

Ensures continuous monitoring, incl. pump faults. Remote start/stop of pump using the digital input.



TWIN PUMP FUNCTIONALITY

MAGNA1 twin pump functionality ensures flow by automatically switching the pump head if one breaks down. The two pumps share the load. One is redundant in case the other pump head suffers a failure, and only one pump runs at a time.

be
think
innovate

GRUNDFOS