

HOW TO SELL GRUNDFOS MAGNA3

Let's look at what to highlight when you talk to your customers about the MAGNA3. First, explain that the MAGNA3 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:



LONG LIFE GUARANTEE

The MAGNA3 has been tested for more than 1 million hours in extreme conditions, and you can rest assured that this pump will serve you day in and day out for many years to come.



EASY INTEGRATION – NO COMPLICATED WORK

The MAGNA3 is easy to handle and install, and can be integrated easily into any system – that means less pipe-work and a simple installation process.



VERY LOW ENERGY CONSUMPTION

The MAGNA3 makes sure that you are only spending exactly the amount of energy needed for you to have the perfect temperature in your home. That results in lower electricity and heating bills and great benefits for the environment.

be
think
innovate

GRUNDFOS 