



KONICA MINOLTA

# ELEC CUSTOMER DEMO GUIDELINE

Demo is led by BDM or a sales representative. Demo scenario is fully in sales hands. The role of ELEC staff is to fully support you and carry out demo for machines placed in showroom.

## 1. REQUIRED CUSTOMER INFORMATION

### Company

-

- Web page

- Number of employees

- Turnover

- Used printing technologies



KONICA MINOLTA

## Personnel info

- Number of people attending

- Their job position

- What is their attitude to product (Pro or against)

- Arrival to ELEC (date, hour)

- Estimated departure from DIS (date, hour)

## Competitors

- Experience with competitors

- Experience with Demo

- Satisfaction with the Demo



KONICA MINOLTA

## Technologies

### - Technologies requested for Demo presentation:

- |                    |                          |     |                          |    |
|--------------------|--------------------------|-----|--------------------------|----|
| - AccurioLabel 230 | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| - AccurioLabel 400 | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| - GM DC-330 Mini   | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |

## Expectations

### - What are customer's expectations

### - Expected Demo scenario

### - Setting of the demo process

## Comments