



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

– Company name

– 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 |
| - JetVarnish 3D WEB 400 | | YES | | NO |

Expectations

- What are customer's expectations

- Expected Demo scenario

- Setting of the demo process

Comments