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The Chloride Academy

NEWS

November 2008

Getting to know the source

Jim Cochrane and Alberto Castella talk about the new High and Low Power Sales Courses

The Academy has added two specially designed courses for high and low power sales to its course offering

Sales Technical Committee member Jim Cochrane has been with Chloride for over 30 years. He began his career at Chloride in sales support as an application engineer. Over the years, Jim has covered many other roles and is currently the Sales and Marketing Director in the UK. This is his view on the high power sales courses:

"Over the years I have learnt that whilst it is important for salesmen to have product and applications knowledge it is also necessary for them to recognize that UPS do not exist in isolation but as part of a system, which in turn is part of our customer's larger project.

With this knowledge our sales teams can be very successful in engaging with customers and finding solutions which matter to them.

Good salespeople like to understand how solutions are developed, they like to borrow ideas and use them as their own. I am no different.



The Academy's High Power Sales Course is very important because it is about sharing the knowledge and experience we have with all our colleagues. We want to encourage our salespeople to out think the competition, to develop their own ideas and ultimately to be more successful. I am very proud to be asked and very pleased to support such an initiative. Many people in Chloride have supported me over the years; it is great to be able to do something in return." *(Continue inside)*

Sales Course Timetable

Low Power Sales
EDITION 1/2008

Distance learning period:
October 20 - January 11
First Residential period in
Madrid: October 27 - 28
Second Residential period in
Bologna: January 12 - 14

High Power Sales
EDITION 1/2008

Distance learning period:
October 20 - December 8
Residential period in
Bologna: December 9 - 11

Service Contracts Sales
EDITION 1/2008

Distance learning period:
October 20 - January 20
First Residential period in
Bologna: November 6 - 7
Second Residential period in
Bologna: January 21 - 23

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Alberto Castella is based in Madrid and has been working with Chloride for almost ten years. He currently has two roles. One as the Low Power Business Manager, and the other as local Director of a Sales Division in Spain.

We managed to catch up with Alberto to find out his views on the Academy's new Low Power Sales courses.

"There is a huge unexploited opportunity in the low power range. The new low power sales courses introduce key product concepts, applications, channel management, selling tools, and solution selling, as well as providing some useful thinking patterns, tricks and advice based on many years of experience. They should help salespeople with little or no previous experience in the range, whilst also giving more experienced sales people new ideas.

For me, being a trainer is an honour because I am given the opportunity to share my experience and help students be more successful in their own jobs. If this is achieved, it not only means an individual success but also a contribution to Chloride's success."



Education

Setting up the Academy

Alan Fry takes us through what was involved in setting up the Academy and how the trainees have responded.

Alan Fry is the Technical Committee Convenor for standard UPS pre-sales and is involved in all of the Academy's new activities. He is one of the people responsible for designing the Academy's courses and content. In this edition of the newsletter Alan answers some of our questions.

In your view, what were the main objectives in creating the Academy courses?

Chloride is a widespread organization full of expert people with years of real practical experience in the Power Solutions field. In the past, the geographical location of our people meant that it was difficult to spread this knowledge throughout the organization. The idea of setting up the Academy courses was to start passing this expertise on to as many people as possible.

Support





How was this approached?

The first step was to define the key areas of knowledge that the trainees should have and build training modules to cover those specific subjects. The next task was to persuade the relevant Chloride experts to put their knowledge down on paper in a way that would allow trainees to absorb the necessary information quickly and effectively.

Were there difficulties in getting this co-operation?

To my surprise, no. Although, we were asking people to take on a considerable amount of work, in addition to their normal jobs, the majority of them contributed willingly. We are so grateful to those who gave and are continuing to give their time to this.

Have the trainees responded positively to the courses?

Yes. I believe that all have learnt a lot from their participation in the courses. It is important to remember that most of the study is done in the participant's spare time, so it takes a great deal of commitment. At the same time I think that the international elements of the residential classes have been a very beneficial part of the programme. It gives trainees the chance to meet people that they would not normally have contact with. This has been very beneficial and has allowed students to discuss and debate various elements and issues of their specific field.

Is there a common element in all of the courses?

The customer is at the centre of everything we do and our job is to provide them with a solution that best meets their needs. This means learning to create long term relationships, understanding internal processes, sales approaches and how we differentiate ourselves from our competitors. The courses give trainees the necessary tools to help them interpret, understand and respond to these needs in line with the Chloride strategy.

What about the future?

We are continually working to build on and evolve our current courses. Course material is constantly updated, especially to include new developments and innovations. Fortunately, given the way that courses and modules are structured it is easy to amend particular parts of the module in order to introduce new elements.

Course Timetable

Pre-Sales Fundamentals

EDITION 1/2009

Starting date of the distance learning period:

January 19

Residential period in Bologna: April 20 - 24

Pre-Sales Advanced:

EDITION 1/2009

First Residential period in Bologna: February 16 -19

Second Residential period in Bologna: May 18 -21

Post-Sales Courses

BOLOGNA

November: CROSS (3 editions), 70-NET Advanced

December: Connectivity, 70-NET Advanced, 80-NET Advanced

BEDFORD

November: 90-NET Basic, 90-NET Advanced

December: 70-NET Advanced (2 editions)

ERLANGEN

November: NET family update

December: NET family update

MADRID

November: 90-Net Basic, 80-NET Basic, EDP course

December: Linear Plus Basic, 90-NET Advanced

SINGAPORE

November: 80-NET Advanced, 90-NET Basic, 90-NET Advanced

December: 80-NET Advanced, 80-NET_{MPR}, 90-NET Advanced

SYDNEY

November: 90-NET Advanced

December: 70-NET Advanced

Power to Learn

The Chloride Academy uses blended learning to help stimulate students and put subject theory into practice. Internet forums, distance learning, residential classes and practical team building sessions all play a part in the Academy experience.

For more information please contact us at info@chlorideacademy.com

Plug in to the sector

Academy Director Roberta Gentile talks about practical learning activities.

Why do you use practical activities?

We make use of team building activities as often as we can, with our most recent 'practical activity' during the 'Train the Trainers Course' being sailing. This was chosen as communications skills, leadership, team building, active energy and involvement are very important for our trainers and so we wanted to test ourselves in these areas. Going sailing was a way to do this.

Do these activities improve relationships among the students?

I am very proud of the excellent community spirit that we have created in Chloride and I feel that these practical activities simply enhance this. They facilitate communication between the students, which in turn enhances the students learning ability. The academic staff and the students have a lot to offer and these activities simply help demonstrate that everyone has an important part to play in the Academy team.

Sailing their way to the top of the class

Variety, fun and team building, proved to be the winning combination for the Train the Trainers course held in Bologna from the 1 to 6 September 2008.

Luca Bolelli took charge of a very full week giving students an update on existing products and informing them about the new 80-NET MPR.

This course saw attendees participate in a unique team building exercise that had them sailing boats along Rimini's Adriatic Coast (Italy). Four boats, each with a skipper and crew made up of Academy team members and trainers, challenged each other to the finishing line.

Despite the rough weather conditions in the early part of the day, the crews kept on fighting the waves. The team with Luca Bolelli, Gianni Dipietrangelo (the new Academy trainer), Ahmad Awad and Dilip Patange was awarded the Lunga Rotta Trophy.

Such diverse training experiences, mixed with hard work, fun, course dinners and entertainment can prove to be fundamental for the improvement of the organizational as a whole.

