



CONCOA Equipment & Product Training

October 12th – 14th, 2015

Virginia Beach, Va.

Course Syllabus

Presented by Larry Gallagher CONCOA Specialty & Medical Gas Product Manager and Richard Green CONCOA' Laser & Industrial Product Manager, the class is designed to meet all levels of experience. The course will focus on technical aspects of products, applications and how to specify products and solutions for the Specialty Gas, Medical, Industrial Laser and Gas Distribution markets.

Also covered will be how to use product knowledge, solution selling and purity audits as a strategic selling skill in attaining and retaining specialty gas accounts. New products and strategic markets and marketing strategies will be presented in a solution selling and case study based curriculum that will yield sales results from existing and prospective customers.

- o Introduction- CONCOA Philosophy and Capabilities- who and what CONCOA is and what our core capabilities, product focus means for your success.
- o Pressure and Flow Regulation- terminology and technical aspects of Specialty Gas equipment and how to use that in the solution selling process.
- o CONCOA Specialty Gas Regulation Equipment- What makes Specialty Gases and Specialty Gas Equipment Special. Product specifications and how to specify the correct equipment for the required application.
- o Specialty Gas Distribution Equipment- Product specifications, alternatives, and how to investigate, propose and recommend the correct Specialty Gas System for today' laboratories. Focus on the use of distribution equipment to acquire competitive accounts and keep and improve your position with existing high value clients.
- o Specialty Gas Accessories- filters, flowmeters, mass flow meters and controllers, what they are, how they work. How to achieve additional high margin sales with accessory sales.
- o Laboratory Purity and Safety Audits- what one is and how to use safety and process improvement in selling you and your organization.
- o Modern Instrumentation and Applications- that use high volumes of Specialty Gases and Equipment. GC, ICP, AA, and CEM Basics- what it is and how to talk to the customer in the lab coat.
- o Specialty Gas Markets- what they are, where they are, what they use, how to identify and use strategic selling to capture market share.
- o Specialty Gas Growth Markets- tomorrows customers, what products will they need and how CONCOA positions you for the markets of the future.
- o New CONCOA Products- CryoWiz the next generation in Cryogenic Liquid Switchovers including VJ hoses and inlet manifolds; C Series Gas Cabinets- opportunities for safe installations of Hydrogen and other gases in laboratories and plant operations.
- o Medical Gas Distribution equipment- NFPA 99 installations and requirements.
- o Industrial Distribution equipment- complete NFPA 51 gas delivery solutions for cutting and welding operations as well as Gas Blending and delivery systems designed to improve processes and cost efficiencies.
- o Industrial Laser installations- from resonator to assist gas equipment.