

LAKOS SAND SOLUTIONS PRO TRAINING PROGRAM



Comprehensive Water Systems Filtration Education

Increase Your Team's Knowledge

Build Customer Loyalty with Smarter Solutions

Capture Additional Sales and Profits

The Growing Opportunity in Filtration and Sand Separation

Recent Independent Surveys Revealed:

- Professionals report that a large percentage of wells experience sand problems, but only a fraction of those purchased the right filtration solution.
- Drought conditions and changing aquifer patterns are driving an increase in wells with sand problems.
- Many markets have yet to embrace time-proven filtration and pump protection solutions. While some distributors are maximizing their sales potential, others are leaving money on the table.

LAKOS Sand Solutions Pro Training Program will help your team discover new opportunities and capture more profitable sales in your market. This program provides not only important product knowledge but also practical sales skills that can be applied in everyday situations.

LAKOS Makes It Easy for Your Company to Participate

1. **Select modules.** Together with your LAKOS representative, choose the module(s) appropriate to your company's needs and set the date(s) for in-store training.
2. **Engaging presentations.** Your LAKOS representative will present the course, including participant workbooks and demonstration materials, to enhance the learning experience. Participants will get to keep their workbooks.
3. **Certification.** Upon completion of a module, each participant will receive a Certificate of Completion from the LAKOS corporate office. At each event, each participant will receive a gift with a Sand Solutions Pro logo that can be displayed with pride.
4. **Follow-Up.** Ongoing communications from LAKOS will keep Sand Solutions Pros updated on the latest technology, market opportunities and practical selling tips. Scheduled sales visits with the LAKOS representative help your team members apply the practical knowledge with customers in the field.



Training Program at a Glance

Choose from multiple modules to create a custom training plan for your team. *Additional training modules in development.*

Module 1: Pump Protection Solutions

Sales opportunity: Independent surveys reveal that up to 54% of pump installations are experiencing premature failure due to sand wear. 43% of professionals also report that they are not familiar with all of the options to prolong pump life and 38% seek to limit the costs and hassles of pump repairs and replacements but need help finding a solution.

Learning objectives:

- Understand the conditions that create sand problems in wells
- Review the pros/cons of different remedies to sand problems
- Discuss how Pump Protection Sand Separation Works ... and saves money!
- Learn how to size, recommend and sell Pump Protection Separators
- Identify and qualify the right customer targets for Pump Protection Separators

Module time: 1 hour

Module 2: Residential / Small Water System Sand Removal Solutions

Sales opportunity: Ordinary screen & cartridge filters are often inadequate in removing sand and other particles from household water systems. Innovative technology from LAKOS offers better results and easier maintenance.

Learning objectives:

- Understand the common consumer complaints that lead to sales opportunities in filtration
- Review common downsides to traditional screen and cartridge filter solutions
- Discuss LAKOS solutions and advantages
- Learn how to size, recommend and sell TwistItClean and SandMaster Separators
- Identify the right customer targets and implementing a sales plan

Module time: 1 hour



Training Program at a Glance continued....

Module 3: Better Solutions for Landscape Irrigation Filtration – From Small to Giant Systems

Sales opportunity: Irrigation system components can quickly degrade from the presence of sand - valves stick, nozzles wear. Water distribution uniformity and efficiency suffers. LAKOS solutions protect the system and assure trouble-free performance. Module covers filtration, separation and intake filter solutions.

Learning objectives:

- Understand the common customer complaints
- Review common downsides to traditional screen, cartridge and disc filter solutions
- Discuss LAKOS solutions and advantages
- Learn how to size, recommend and sell LAKOS products
- Identify the right customer targets and implementing a sales plan

Module time: 1 hour

From Classroom to the Field, LAKOS Leads in Helping You Win the Sale

Sales Support Materials

LAKOS provides helpful in-store promotional materials to generate awareness that your company offers a full range of filtration solutions. Your LAKOS representative can provide complimentary counter mats, portable banner stands, decals, magnets and other materials to help you generate customer interest.

For customer presentations, LAKOS offers color literature and other materials to help explain the benefits and capture the order.

Lead Generation and Follow-Up with Your LAKOS Regional Manager

An essential part of the Sand Solutions Pro training program is local market follow-up with your LAKOS Regional Manager. Upon completing each module, your Regional Manager will work with your team to plan collaborative sales efforts to engage customers with the products and solutions.

The goal: turning knowledge into additional incremental sales.

LAKOS

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