

Shell Lubricants

DESIGNED TO MEET CHALLENGES



**SHELL DISTRIBUTOR FRONT LINE TECHNICAL SUPPORT
(D-FLTS) TRAINING PROGRAMME**

Overview of eLearning Priority Sector Modules



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MEETING THE NEEDS OF FLEET CUSTOMERS

The Fleet Sector module will help you with understanding the common needs of the Fleet customer and will help you in addressing their needs with the right Shell products and services.

The course will focus on the following elements:

- Know the Fleet Industry
- Know Shell's Offer
- Match Shell's Offer to Fleet Customer Needs
- Know Your Specific Customers
- Putting It All Together

You will be provided access to materials throughout the course to help increase your knowledge of the Fleet sector. At the end of the course you will participate in a simple case study to help pull the information together and be provided with tips in order to better position yourself in your sales to Fleet customers.

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MANUFACTURING SECTOR

The Manufacturing Sector module will help you identify the key market trends and common business needs of Manufacturing customers. You will learn what the manufacturing sector covers, what the top three business needs are for manufacturers, the three key market trends involving lubricant usage in the manufacturing sector, and the four main things that manufacturers look for in a supplier.

This module will also help you identify specific customer needs. You will learn three actions you can take to identify your customer's needs and you will learn about a tool that can assist you as you take one or more of these actions.

This module will also describe the key benefits of Shell's product and service offer for the Manufacturing sector. You will learn how the Shell product portfolio is tailor-made for manufacturing and how Shell LubeAnalyst delivers value to manufacturers.

This module will also show you how to match Shell's offer elements to the key needs of manufacturing customers. You will learn which offer elements support which operational areas that Manufacturers seek value in and see customer testimonials about how Shell's offer elements address needs.

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CONSTRUCTION SECTOR

The Construction Sector module will help you identify the key market trends and common business needs of customers in the Construction sector. You will learn what the Construction sector covers, what the top three business needs are for construction operators, three key market trends involving lubricant usage in the construction sector, and four main things that construction managers look for in a supplier.

This module will also summarise how to identify specific customer needs. You will learn three actions you can take to identify your customer's needs and learn about a tool that can assist you as you take one or more of these actions.

In this module, you will also learn how to describe three key benefits of Shell's product and service offer for the construction sector. You will also learn how the Shell product portfolio is tailor-made for construction and how Shell LubeAnalyst delivers value to construction operators.

After taking this module, you will know how to match Shell's offer elements to the key needs of construction customers. You will learn which offer elements support which operational areas that Construction Managers seek value in and learn from customer testimonials about how Shell's offer elements address needs.

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POWER SECTOR

In the Power Sector module, you will identify the key market trends and common business needs of customers in the Power sector. You will learn what the Power sector covers, the top three business needs for Power operators, three key market trends involving lubricant usage in the Power sector, and four main things that Power managers look for in a supplier.

This module will also summarise how to identify specific customer needs. You will learn three actions you can take to identify your customer's needs and learn about a tool that can assist you as you take one or more of these actions.

In this module, you will learn how to describe three key benefits of Shell's product and service offer for the Power sector. You will learn how the Shell product portfolio is tailor-made for Power and how Shell LubeAnalyst delivers value to Power operators.

After taking this module, you will be able to match Shell's offer elements to the key needs of Power customers. You will learn which offer elements support which operational areas that Power Managers seek value in and learn from customer testimonials about how Shell's offer elements address needs.