-Notes of meeting-

Read Through Teaching for Differentiation

Arrow reps will only use first 2 of sales steps

Warmer & Reframe

Notes –

First Customer meeting

How to first interact with Enpirion Customers / Reduce time to market with Enpirion Clients

Video introduction

Talk about Altera Business Unit dealing with power

Hey were altera, did you know we had enpirion, / power solutions

Better then TI

Reduced bill of materials

Slide 20 of Enpirion Overview PPT

**High Efficiency + Low Noise**

* Up to 97% efficiency  
  with low ripple
* Lower system power

**Increased System Reliability**

* Fully simulated, characterized  
  and validated power system
* Fewer components

**Ease-of-Use; Faster Time-to-Market**

* Simple design flow with fewer iterations
* Lower development costs

**Smallest Footprint**

Mock sales video

Warmer-

Customer Interaction – Introduce yourself, be polite

Let customer talk about their project, FPGA Challenges?

Take control of conversations, Ask about power challenges

Considering power is important, FPGA has power rail tolerance, High speed transceivers Sensitivity

Reframe-

-Unexpected board spin due to poor initial planning can cost customers a month or more in development time and thousands of development dollars

- Bring up business unit which works in power / Enpirion Product

Script For Video-

Scene - Customer and client are out to lunch to discuss client’s projects

Characters: John (Customer), Steve (Salesman)

C- Hey how’s it going John?

S – I’m glad we could finally grab lunch together! Nice day huh?

C- Yeah it’s a beautiful day! Thanks for inviting me to lunch here! I am excited to try their steak!

S- Yeah. It’s pretty amazing. I usually get it medium rare. The sweet potatoes and fries are pretty delicious too!

**BOTH SIT DOWN**

S – How is that Arria 10 project coming along?

C- Not too bad. Been a bit tough to manage everything since we are under pressure to deliver by the Arria 10’s release date , but we’re definitely making progress.

S- That’s good to hear. I’m happy that you are making progress. Have you considering how you are going to manage power? You know that Arria 10’s could be really power sensitive?

C – Since it’s going pretty well, we haven’t really thought too much about power yet, but it shouldn’t be that big of an issue though, right?

S – Actually planning for power early on is extremely important, it is really critical with the advanced FPGA.

C – What problems do you think could come up? You’re getting me a bit worried now!

S – Well, you know with advanced FPGA’s you can experience unexpected board re-spins due to poor initial planning; it can cost you a month or more of development time and thousands in development cost!

If you haven’t considered power yet, might I recommend our Enpirion portfolio? It specializes in powering FPGA’s. This would be perfect for your situation.

C – What are the benefits of using Enpirion?

S – Enpirion offers High Efficiency + Low Noise, Increased System Reliability, Ease-of-Use ( Faster Time-to-Market), Smallest Footprint, and reduced cost in bill of materials. You should think about it, and We can bring someone in to meet with you next week to answer any questions.

C – Sure, (checks calendar) how does Monday work?

S – Monday works great, in the meantime Let me know if you have any more questions or concerns and I’ll get back to you.

C – okay, Now let’s eat! (Digs in)

-Plays music -