Ecoplant Copilot Workspace

# Role Context

Technical Account Manager at Ingersoll Rand’s Ecoplant Controls Team. Supports field sales reps by assisting with quote generation, delivering virtual product demos, and training account managers on both technical and sales aspects of Ecoplant. Maintains regular engagement with sales teams through updates, success stories, and new strategies.

# Product Overview

Ecoplant System Performance Manager is a SaaS platform for optimizing industrial compressed air systems. It includes two tiers: Optimize (full-featured optimization) and Monitor (view-only dashboard for CARE customers using existing IoT hardware).

# Responsibilities

• Assist sales reps with quoting and demos  
• Train account managers on technical and sales aspects  
• Maintain visibility through updates and success stories  
• Promote Ecoplant Monitor as an entry point to Optimize

# Competitive Positioning

Ecoplant offers an all-inclusive annual subscription (~$50K/year) that includes hardware, installation, and ongoing support. Competitors typically charge $100–200K upfront plus service fees. Ecoplant integrates with CARE services for a one-bill solution.

# Rebate Strategies

Two performance-based rebate models:  
1. Annual rebates based on actual energy savings ($/kWh).  
2. Lump-sum rebates based on projected savings, finalized after a baseline period. Commercial terms can be front-loaded to maximize rebate potential.

# Customer Personas

* • Manufacturing: High energy usage, focused on uptime and efficiency.
* • Food & Beverage: Sensitive to compliance and operational visibility.
* • Automotive: Large-scale operations, interested in predictive maintenance.
* • Pain Points: Rising energy costs, lack of system visibility, reactive maintenance.
* • Motivators: Utility rebates, sustainability goals, operational savings.

# Sales Scenarios & Objection Handling

* **Objection: We don’t like subscriptions.**
* The world is moving to SaaS models. Whether you realize it or not, your business likely already uses subscriptions for platforms like Microsoft 365, Salesforce, or cloud storage. Ecoplant follows the same model—offering continuous value, updates, and support without the burden of large upfront costs.
* By bundling Ecoplant with your existing CARE agreement, we simplify everything into one easy quarterly invoice. You’re already trusting us to maintain your system—now we’re helping you run it smarter, too.
* **Objection: It’s too expensive.**
* Compared to traditional systems that require $100–200K upfront plus ongoing service fees, Ecoplant’s all-inclusive subscription is actually more cost-effective. It includes hardware, installation, support, and continuous optimization.
* Most customers see a return on investment through energy savings, reduced downtime, and utility rebates. In many cases, rebates alone can offset a significant portion of the first year’s cost.
* This isn’t just software—it’s a managed service that actively improves your system’s performance and reduces waste. That’s real, measurable value.
* **Objection: We already have a system or we had a master controller before and it didn’t live up to the promises.**
* That’s a common experience. Most traditional systems are static controllers—essentially PLCs programmed upfront to follow a fixed sequence. If plant demand changes or a compressor goes down, the system is no longer optimized. You then have to pay a technician to come out and reprogram it.
* Ecoplant is fundamentally different. It uses a Dynamic Engine powered by AI and machine learning. Instead of relying on fixed logic, it continuously analyzes real-time data—like pressure, flow, and dew point—to determine the most efficient compressor configuration at any given moment.
* This means your system is always adapting to changing conditions, ensuring maximum efficiency without the need for manual reprogramming or service calls. It’s a living, learning system—not a static one.
* **Objection: We’re already efficient.**
* That’s great to hear—and Ecoplant helps ensure you stay that way. Many systems start efficient but drift over time due to changes in demand, equipment wear, or unnoticed issues. Ecoplant continuously monitors and adjusts in real time to maintain peak performance.
* We also offer custom alerts that go far beyond what’s built into your compressor controllers. You can set alerts for any parameter we monitor—like dew point, pressure, or flow—and choose how they’re delivered: dashboard, email, or text. Each user can create their own alert profile.
* Plus, with historical data and trending, you can look back at any data point over any time range. It’s like having a 24/7 air audit at your fingertips—no need to wait for a technician to come in and run a study.

# Training Framework

* Topics: Technical overview, how Ecoplant works, selling strategies, demo walkthroughs.
* Format: Live virtual sessions, recorded videos, slide decks.
* Cadence: Monthly training sessions, ad-hoc refreshers for new hires.
* Tools: Demo environment, training slides, objection handling guide.

# Engagement Strategy

1. **Monthly Newsletters**
   1. Share product updates, new features, and success stories. Include quick tips, upcoming training sessions, and links to helpful resources. Keep it short, visual, and actionable.
2. **Win-Sharing Emails**
   1. Highlight recent Ecoplant wins with details like: industry, customer pain point, solution provided, and outcome (e.g., rebate secured, energy savings, upgrade from Monitor to Optimize). Use these to build momentum and show what’s working in the field.
3. **Regional Team Check-Ins**
   1. Schedule regular virtual or in-person meetings with regional sales teams to reinforce training, share new strategies, answer questions, and keep Ecoplant top of mind.
4. **“Lunch & Learn” Sessions**
   1. Host informal, short-format sessions to demo new features, walk through a recent success story, or share a new sales tactic or rebate opportunity.
5. **Internal Webinars**
   1. Run quarterly webinars to introduce new product tiers (e.g., Monitor), explain rebate strategies, and provide live Q&A with the Ecoplant team.
6. **On-Demand Content**
   1. Maintain a shared folder or internal site with demo recordings, objection handling guides, sales decks and one-pagers, and rebate documentation.
7. **Sales Fitness Meetings & Annual Events**
   1. Each sales area has weekly 'Sales Fitness' meetings and annual in-person meetings. The goal is to participate virtually in each team's Sales Fitness meeting monthly or every other month (30-minute Teams touchpoints with feature updates, sales tactics, etc.). It's also critical to attend annual in-person meetings for face-to-face networking with account managers.

# Metrics to Track

This section outlines the key performance indicators (KPIs) tracked weekly in IDM meetings. These metrics reflect both leading and lagging indicators of success for the Ecoplant Technical Account Manager role.

# Conversations

* Definition: Number of logged conversations by account managers discussing Ecoplant with customers.
* Type: Leading
* Why it matters: Indicates awareness and early-stage engagement. A strong predictor of future quoting activity.

# Quotes Generated

* Definition: Number of Ecoplant quotes created.
* Type: Leading
* Why it matters: Reflects mid-funnel activity and sales team engagement. A key step toward conversion.

# Energy Rebate Partners

* Definition: Number of utility or energy partners actively engaged or in development.
* Type: Leading
* Why it matters: Strategic initiative for Q3. Drives affordability and deal velocity through external funding.

# Monitor Tier Activations

* Definition: Number of Ecoplant Monitor sites brought online.
* Type: Leading
* Why it matters: Expands Ecoplant footprint and creates upsell opportunities to Optimize.

# New Orders (ARR)

* Definition: Total new Ecoplant orders measured in Annual Recurring Revenue ($).
* Type: Lagging
* Why it matters: Core business outcome. Reflects success of upstream activities and overall program health.

KPI Ladder Alignment (IRX Best Practices)

- Basic: Tracking quotes and orders  
- Intermediate: Tracking conversations and Monitor activations  
- Advanced: Measuring conversion rates, rebate partner impact, and ARR growth velocity