Sales	
Integrated Sales	
	Understand and interpret schematics Understand component sizing and how parts of the system work Know what the various symbols mean and how they're used Understand how to diagnose common problems Understand how to design and troubleshoot pneumatic systems, hydraulic systems, and electro-mechanical systems
Business Sales	
	Define and understand the steps in the sales process Understand and use tools to pursue profitable sales such as conducting risk analyses, determining profit margins and strategic pricing options, calculating gross vs. net margin, calculating ROI, etc. Formulate account prospecting strategies and sales call objectives Define strategies for effective listening and questioning Understand characteristics of an effective presentation Understand the competition – identifying the competition and their strengths and weaknesses Understand and implement strategies for effective customer service and relationship building Demonstrate effective communications skills, and time management skills Define effective negotiations skills, including presenting your product as a solution, not a commodity
Electro-Mechanical	
Electro-Mechanical	
	Identify appropriate applications for VFD Identify appropriate applications for servo and stepper drives Describe motion profiles
Mechanical	
	Describe ratio and proportions related to power transmissions Demonstrate knowledge of torque speed and horsepower Define inertia and force Identify mechanical components Define function and purpose actuators Demonstrate knowledge of cylinders Define sources of power Use common abbreviations
Electrical	
	Define basic electrical concepts and identify common components Define relationship of coils to electrical power Interpret wiring schematics and ANSI symbology Differentiate between PNP & NPN
Hydraulic-Pneumatic	
Pneumatic	
	Demonstrate basic knowledge of pneumatic systems

	Demonstrate knowledge of directional valves
	Demonstrate knowledge of pressure control valves
	Demonstrate knowledge of flow control valves
	Demonstrate knowledge of compressors
	Demonstrate knowledge of dryers
	Demonstrate knowledge of vacuum
	Demonstrate knowledge of air preparation
	Define ANSI symbology related to pneumatics
Hydraulics	
	Demonstrate basic knowledge of hydraulic systems
	Demonstrate knowledge of pumps
	Demonstrate knowledge of hydraulic directional valves
	Demonstrate knowledge of hydraulic pressure controls
	Demonstrate knowledge of hydraulic flow controls
	Demonstrate knowledge of hydraulic actuators
	Demonstrate basic knowledge of hydraulic power unit
	Demonstrate knowledge of heat exchangers
	Demonstrate knowledge of hydraulic filters
	Demonstrate knowledge of proportional controls
	Demonstrate knowledge of hydrostatics
	Demonstrate knowledge of accumulator
	Define ANSI Symbology related to hydraulics
Automation	
	Define basic applications and limitations of PLC's
	Describe basic applications and limitations of sensors
	Describe basic applications and limitations of HMI
	Define common types of communication protocols
	Identify basic programming languages