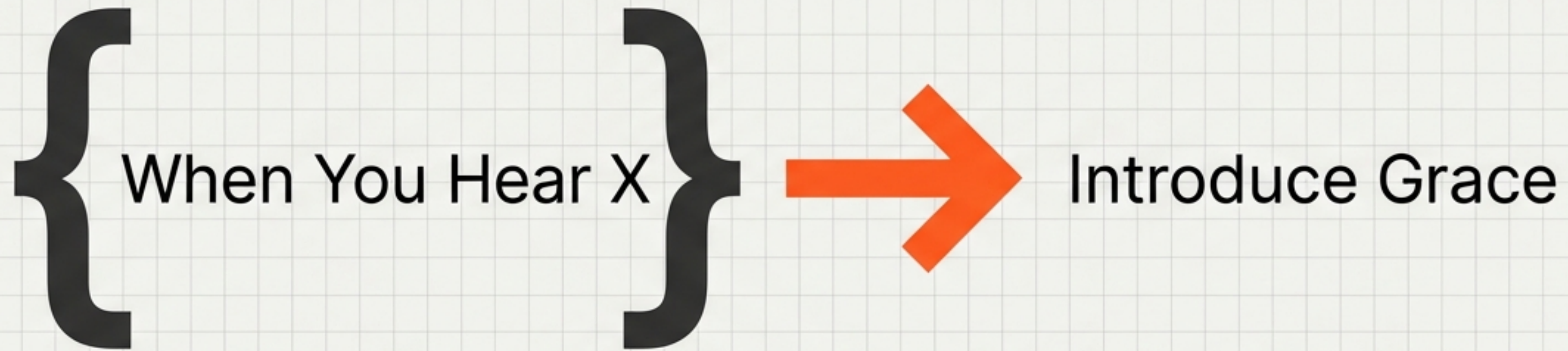


Grace Champion Training

The Sales Triggers & Identification Playbook



A specialized guide for identifying the right customer in 30 seconds.

Primary Objective: To build the muscle memory of recognizing sales triggers.

Your Role is Not to Be the Expert. You Are the Connector.

THE CHAMPION'S JOB

- ✓ Recognize the trigger
- ✓ Introduce Grace at the right moment
- ✓ Connect the customer to the Grace team
- ✓ Help your team know when to bring Grace up

WHAT YOU DON'T DO

- ✗ Memorize technical specs
- ✗ Give complex demos
- ✗ Calculate ROI

Grace handles the rest: education, solution fit, demos, ROI, and next steps.

THE 30-SECOND SPOTTING FRAMEWORK

THE INPUT (If you hear...)

Panels / PLC / HMI

MCC / Disconnects

IR Routes / Thermal Inspections

Downtime / Rotating Equipment

Field Crews / Energized Work



THE OUTPUT (Then you say...)

**Grace should
be part of this
conversation.**

THIS IS THE REPEATABLE LOGIC FOR EVERY PRODUCT LINE.

GracePort: Profile of the Panel Access Customer

Safe, fast access to control panels.

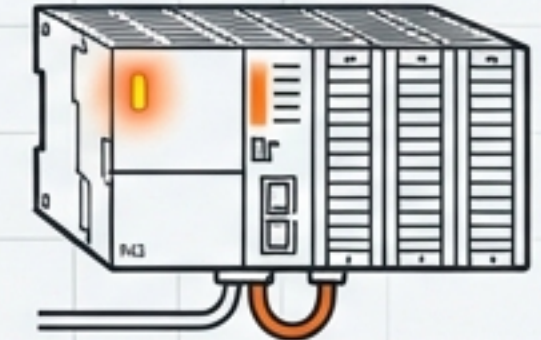
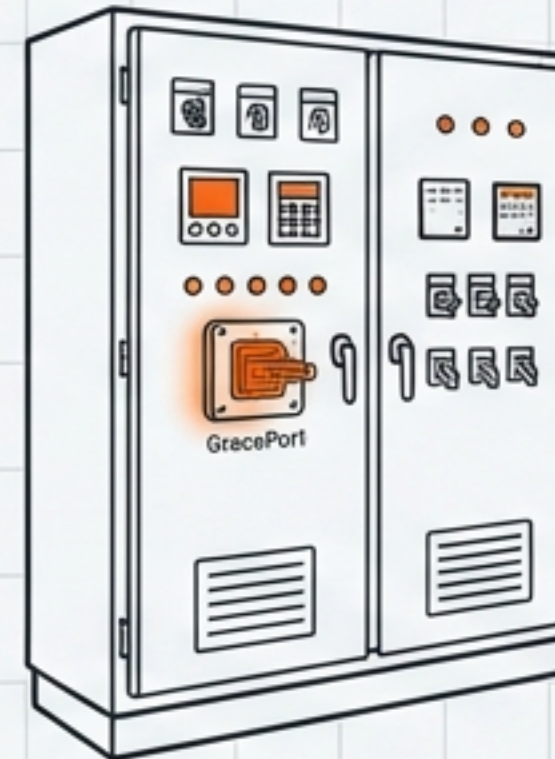
WHO THEY ARE

- ✓ UL 508A panel shops
- ✓ OEMs / Machine Builders
- ✓ System Integrators
- ✓ Industrial End Users doing programming

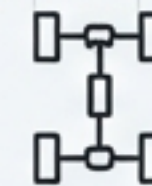
WHAT THEY PHYSICALLY HAVE

- Enclosures that require frequent troubleshooting
- Panel building stations
- Temporary power environments

VISUAL INDICATORS



Food & Bev



Automotive



Packaging



Pharma

GracePort: Triggers and Scripting



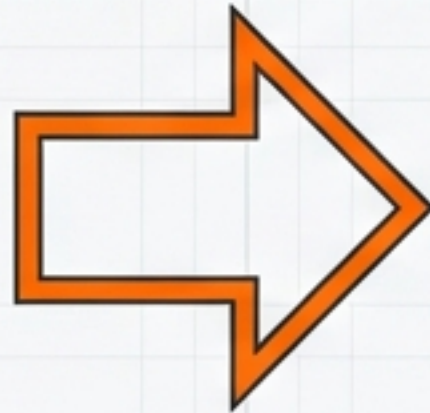
LISTEN - CUSTOMER TRIGGERS

We're a UL 508A shop.

We build control panels.

We're always in enclosures troubleshooting.

We need easier access to PLC/HMI.



SPEAK

CHAMPION SCRIPT

If your team needs access to PLCs or HMIs, GracePort is a perfect fit. Let's bring Grace in.

Champion Mindset: Any enclosure customer = GracePort opportunity.

PESD / ChekVolt: Profile of the Electrical Safety Customer

Voltage verification and electrical safety compliance

WHO THEY ARE

- ✓ End users with low voltage distribution equipment
- ✓ Plants with safety audits or compliance initiatives

WHAT THEY PHYSICALLY HAVE

- MCC buckets
- Disconnects
- Low Voltage distribution
- Control panels everywhere

VISUAL INDICATORS



Utilities



Oil & Gas



Mining



Data Centers

→ Focus on Disconnect-heavy and MCC-heavy facilities.

PESD / ChekVolt: Triggers and Scripting



LISTEN - CUSTOMER TRIGGERS

We have MCCs everywhere.

We're focused on arc flash compliance.

We want to reduce incidents.

We want faster lockout/tagout (LOTO) processes.



SPEAK

CHAMPION SCRIPT

Grace makes voltage verification safer and faster. Let's bring Grace in to walk through it.

Champion Mindset: If there's LV power equipment, there's a PESD conversation.

HSM: Profile of the Critical Asset Customer

Continuous hot spot monitoring for critical electrical assets.

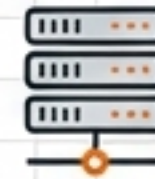
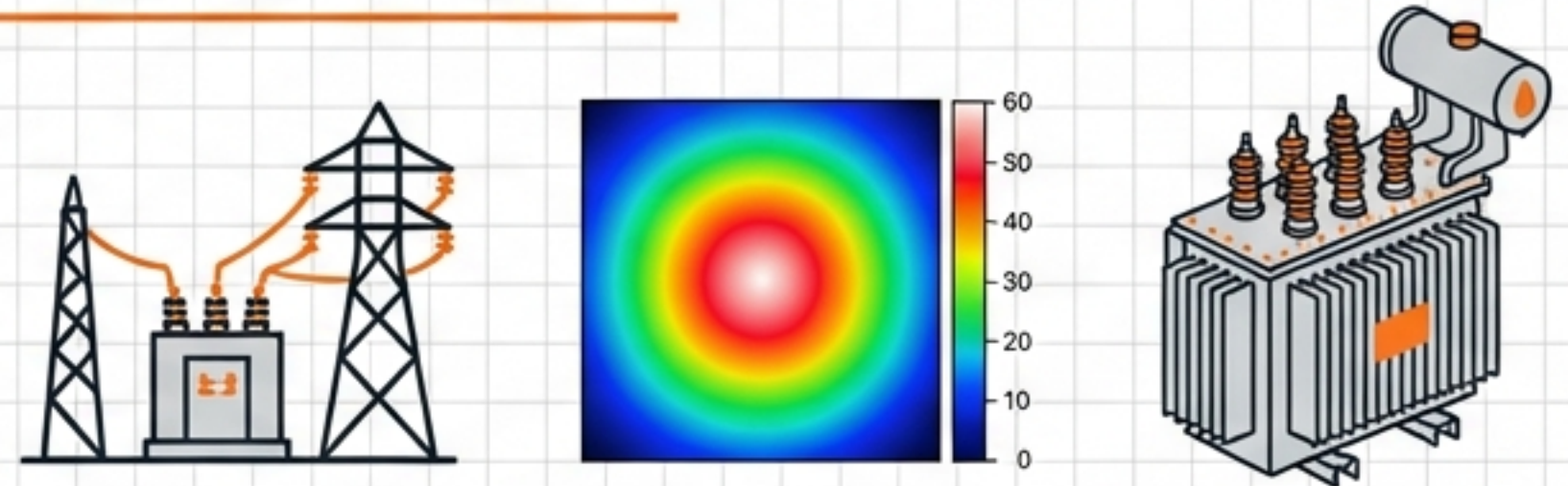
WHO THEY ARE

- ✓ Power-dense operations
- ✓ Facilities running IR routes

WHAT THEY PHYSICALLY HAVE

- Switchgear
- Substations
- Transformers
- Bus duct

VISUAL INDICATORS



Data Centers



Steel/Metals



Pipelines



Power Gen

➔ **Differentiator:** Continuous monitoring vs. Periodic IR.

HSM: Triggers and Scripting

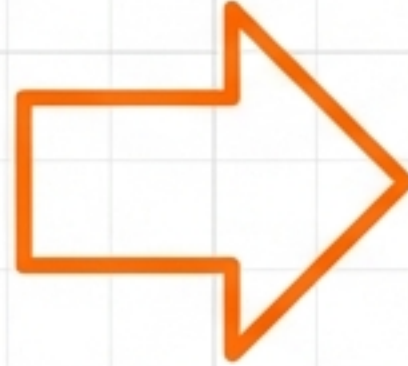
LISTEN - CUSTOMER TRIGGERS

"We run IR routes. /
We do thermal inspections."

"We've had hot spot issues."

"Uptime is critical here."

"We need better reliability
monitoring."



SPEAK

CHAMPION SCRIPT

If you're relying on periodic IR routes, Grace can provide continuous monitoring. Let's bring them in.

Champion Mindset: If downtime is expensive and power is dense -> HSM.

GraceSense IIoT: Profile of the Predictive Main Customer

Predictive maintenance for rotating equipment.

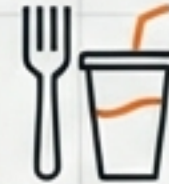
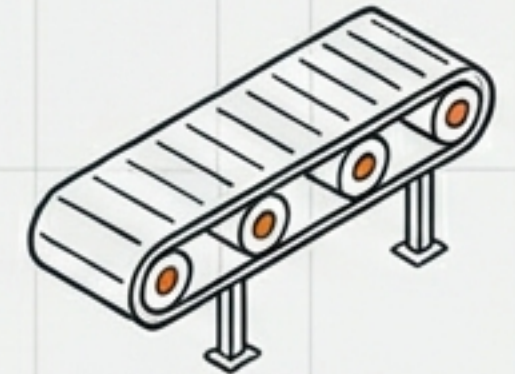
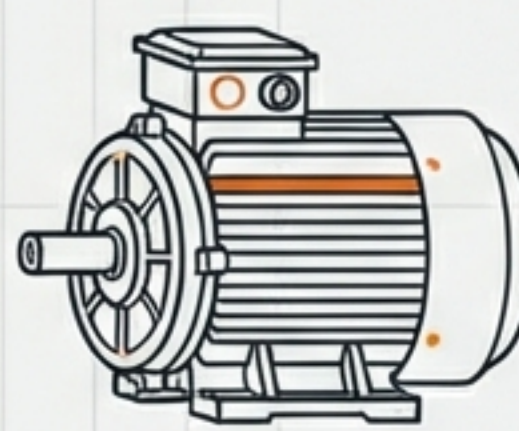
WHO THEY ARE

- ✓ Reliability-focused operations
- ✓ Maintenance teams that are stretched thin

WHAT THEY PHYSICALLY HAVE

- Motors
- Pumps
- Fans
- Drives
- Drives
- Conveyors

VISUAL INDICATORS



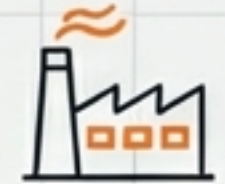
Food & Bev



Water/Wastewater



Conveyors



Heavy Industry

GraceSense IIoT: Triggers and Scripting

»»  LISTEN - CUSTOMER TRIGGERS

Downtime is killing us.

We're short staffed.

We can't keep up with reliability routes.

We want to prevent failures before they happen.



»» SPEAK

CHAMPION SCRIPT

Grace has an IIoT reliability solution designed for industrial environments.
Let's bring them in.

Champion Mindset: Rotating equipment + Downtime = IIoT.

Proxxi: Profile of the Field Safety Customer

Wearable voltage detection for field crews and contractors.

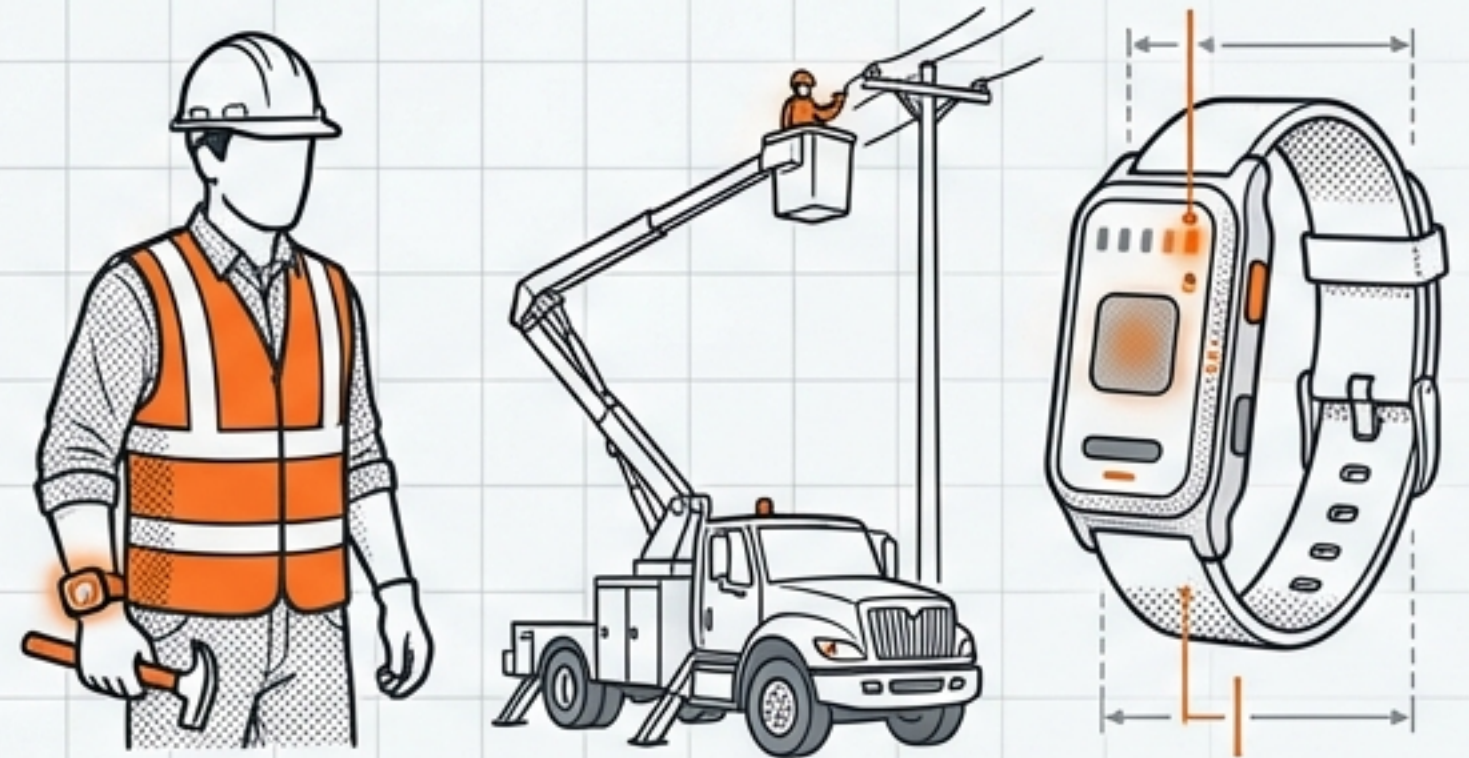
WHO THEY ARE

- ✓ Electrical Contractors & Construction
- ✓ Utilities & Energy
- ✓ Field Service & HVAC teams
- ✓ Industrial end users owning their maintenance

WHAT THEY PHYSICALLY HAVE

- Crews working near live panels/gear
- High exposure to electrical risk
- Safety mandates for energized work

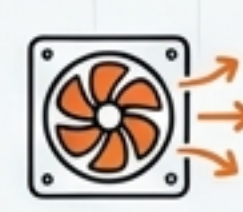
VISUAL INDICATORS



Construction



Utilities



HVAC



Manufacturing

Proxxi: Triggers and Scripting



LISTEN - CUSTOMER TRIGGERS

We have crews working around live gear.

We need safety redundancy for field techs.

Compliance and worker safety is a priority.

We worry about accidental energized contact.



SPEAK

CHAMPION SCRIPT

Proxxi provides wearable voltage detection to protect your field crews.
Let's bring Grace in to discuss.

Champion Mindset: If they have field crews or energized work exposure -> Proxxi conversation.

The 'When You Hear X' Master Map

UL 508A / Panels / PLC / HMI		GracePort
MCC / Disconnects / Arc Flash		PESD / ChekVolt
IR Routes / Switchgear / Bus Duct		HSM
Downtime / Motors / Pumps / Conveyors		GraceSense IIoT

The fastest way to win is to match the signal to the solution immediately.

Execution Plan: What Champions Do Next

1

Pick 5 Targets

Identify 5 prospects per product line based on the profiles in this deck.

2

Connect

Share this list with your Grace support team.

3

Schedule

Set up joint calls to introduce the concept.

4

Educate

Help your branch or internal team recognize these same triggers.

