

About 3M...

3M

You're rarely more than 10ft. away from 3M Science



3M Science.
Applied to Life.™

Our Vision

3M Technology Advancing Every Company

3M Products Enhancing Every Home

3M Innovation Improving Every Life

A look at numbers...

~\$30Billion

Total Revenue

Rs. 20,17,24,35,00,000

70

Presence in # Countries

~\$8Billion

R&D Spend in last 5 years

89,800

No. of Employees

~\$20Billion

Revenue from
International subs

Rs. 13,44,72,90,00,000

~\$5Billion

Net Income

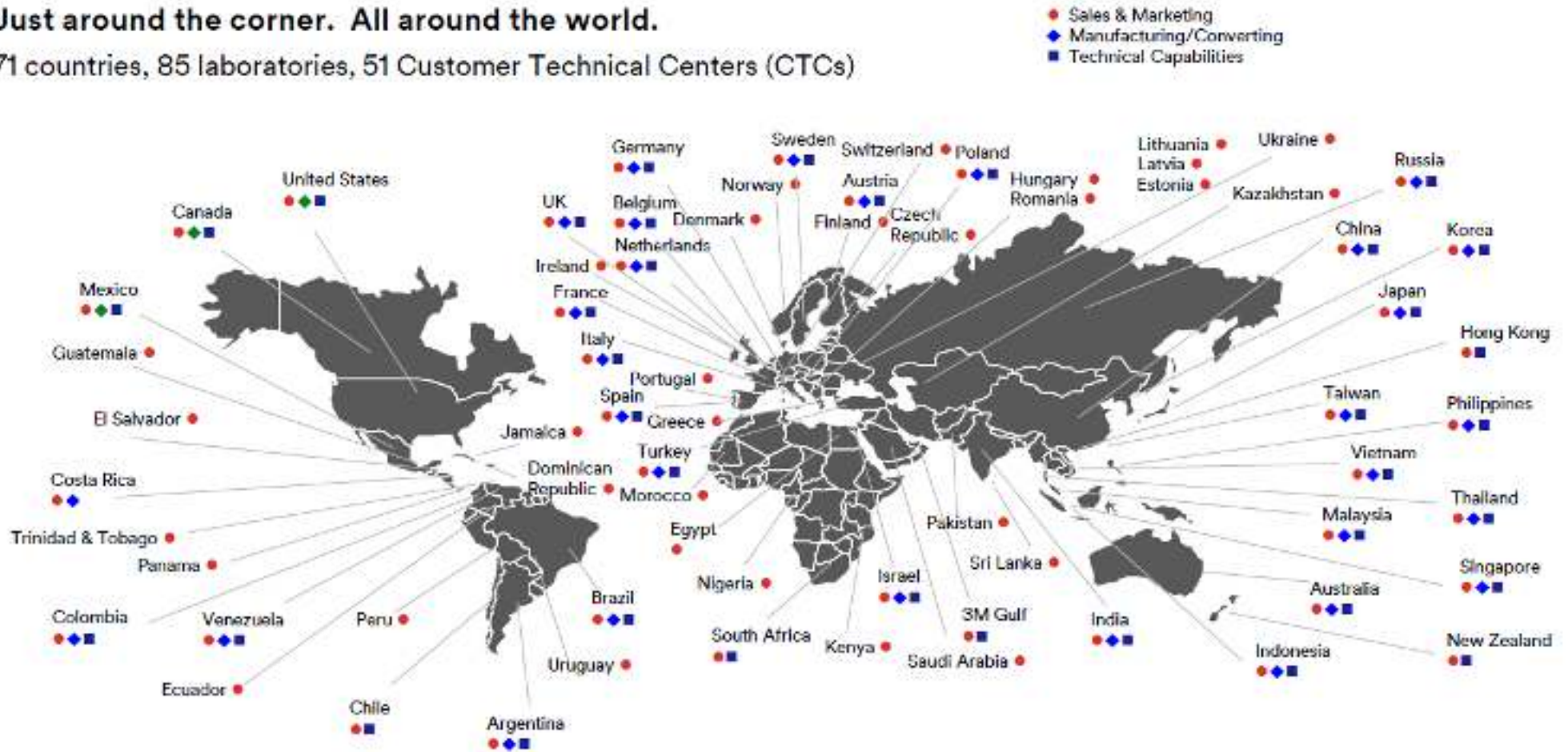
Rs. 3,36,02,50,00,000



3M

Just around the corner. All around the world.

71 countries, 85 laboratories, 51 Customer Technical Centers (CTCs)



One Strong Brand

Complemented By Many Strategic Brands



3M Purification

3M Purification Inc.

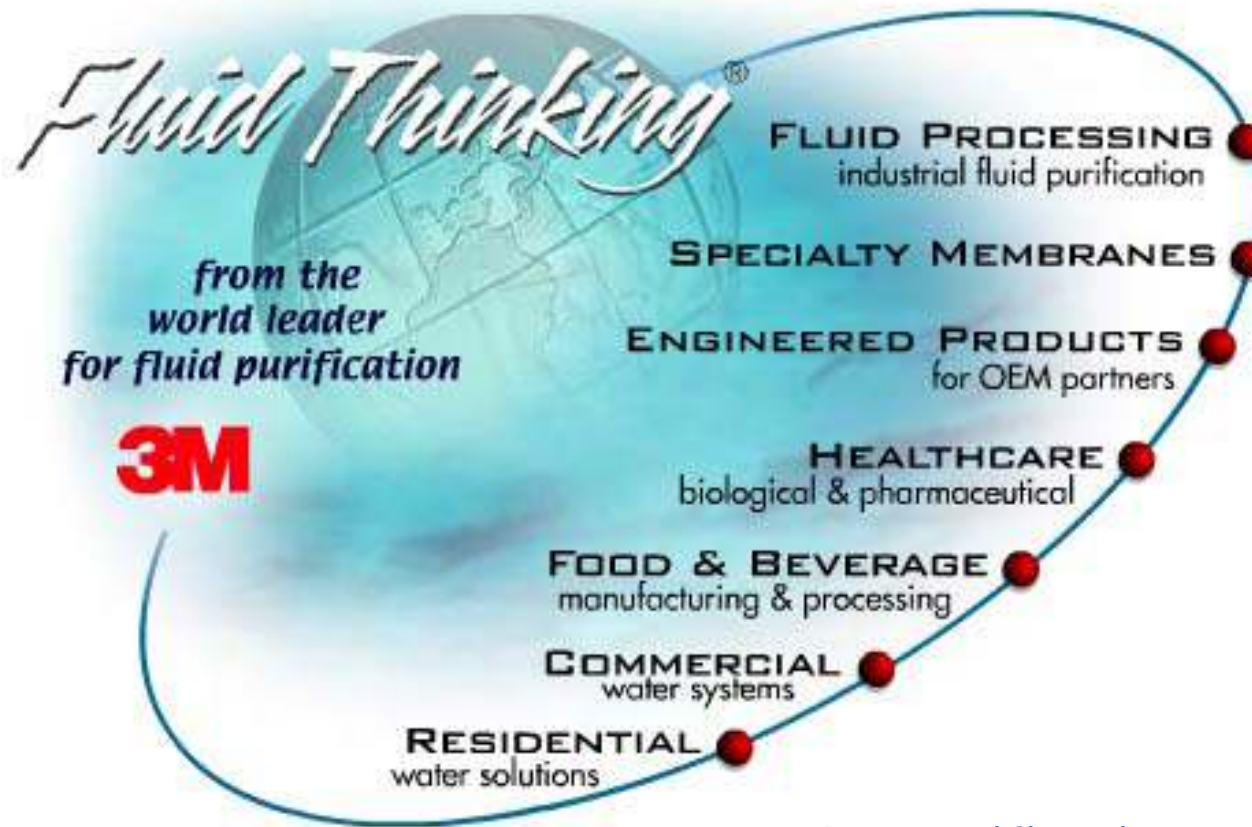
3M Purification Inc.: Driving The Future of Filtration



Delivering Trusted,
Innovative Solutions
that are Vital
to **Customers' Success**



3M Purification



3M Purification Inc. Global Portfolio

3M Purification Indian Portfolio



Fluid Processing

Life Sciences

Cairn India Rajasthan Oil Field Produces 40% of Domestic Crude Using 3M High Flow Filters.

All major Indian vaccine manufacturers use 3M Filtration Products in their critical processes.

3M Purification Indian Portfolio



Food & Beverages

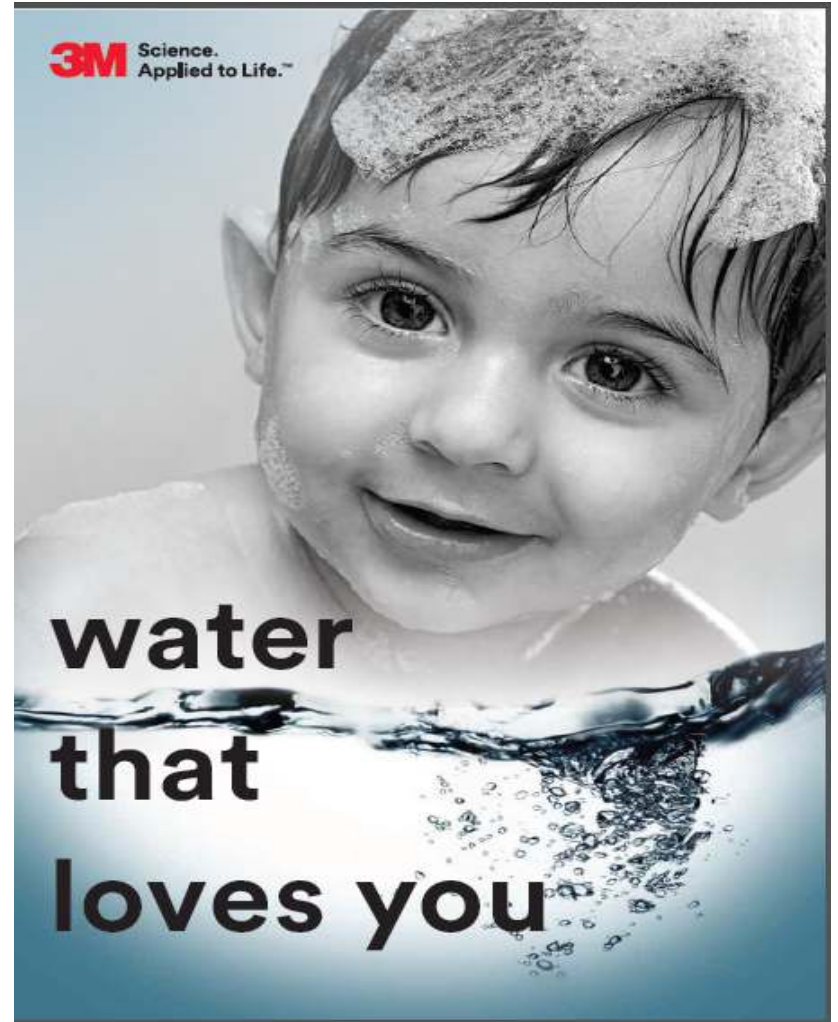
3M Purification Indian Portfolio



Residential Water

Non-Drinking Water
Systems

Drinking Water
Systems



Why do we need 3M Purification?

Why do people need 3M Purification for their homes?

Hard Water

Dissolved calcium (Ca) and magnesium (Mg)



Why do people need 3M Purification for their homes?

Hard Water



Why do people need 3M Purification for their homes?

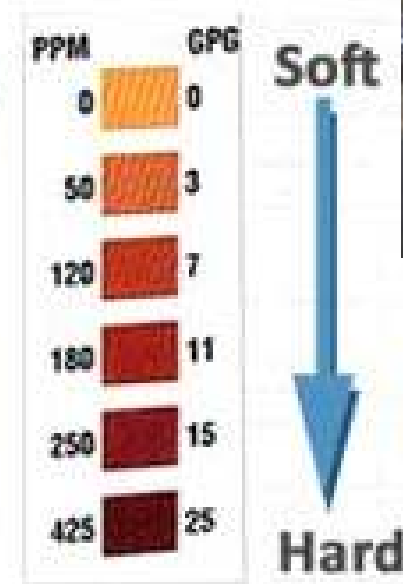


White Scale

High concentration of hardness chemicals

Why do people need 3M Purification for their homes?

Hard Water & White Scaling



How does Scaling and Hardness affect the customer?



How does Scaling and Hardness affect the customer?



How does Scaling and Hardness affect the customer?



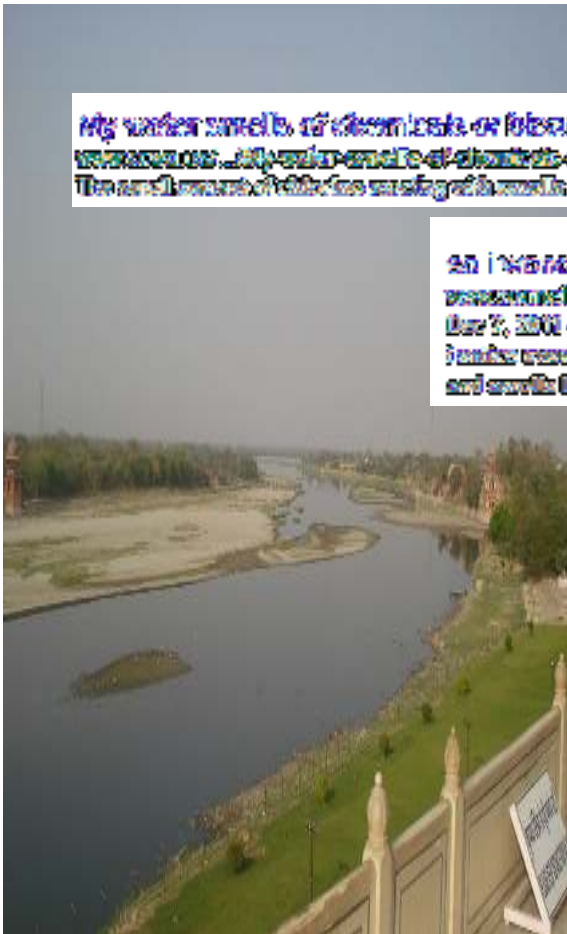
Why do people need 3M Purification for their homes?




Chlorine Taste & Odor

Chlorine added to **municipal water supplies** helps ensure water is free of harmful **bacteria**.

Why do people need 3M Purification for their homes?



My water smells of chlorine or bleach. Are there a lot of ...
 The smell went off the ...

I washed 7 times and I ...


so I wondered why my tea tasted so horrible...
 I was ...
 I was ...
 I was ...
 I was ...

someecards
 user card

My tap water tastes & smells like bleach | Yahoo Answers
 I've ...
 Aug 3, 2011 - I've ...



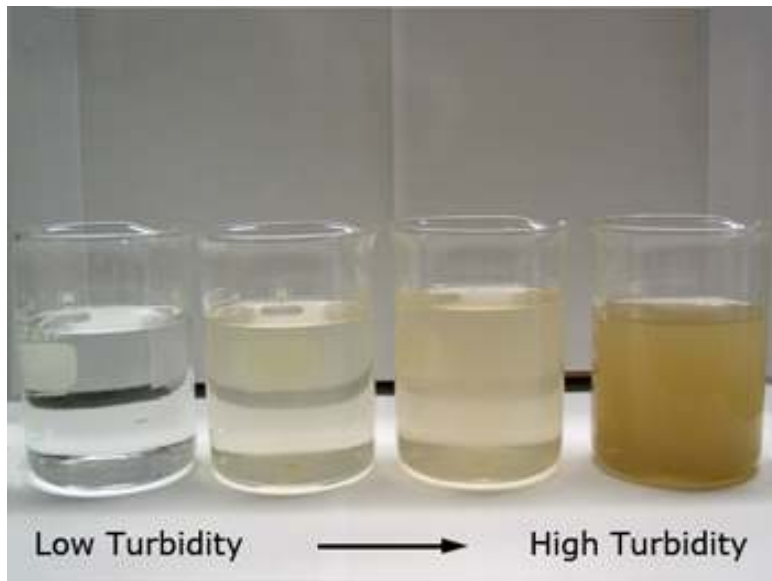
Why do people need 3M Purification for their homes?

Cloudy Water

Cloudy water may be caused by the presence of suspended particles in water.

Why do people need 3M Purification for their homes?

Cloudy Water



How does bad water affect us?

OK, but how does it really affect the customer?

White Scales on expensive sanitary fittings Clogged showers
Rusted Taps Clogged pipes Rusted Bathtubs/Sinks
Rusted Pipes Lower life-span of Geysers Clogged taps
Low water pressure from pipes
Bad/ugly aesthetics of appliances Lower life-span of Water Heaters/Kettles
Lower life-span of Washing Machines
Cloudiness in beverages Ugly streaks and scales on dishes
Skin Tanning from Chlorine Dry Skin Wrinkled Skin Hair Fall
High Power Consumption – High electricity bills
Irreversible damage to expensive appliances
Regular Need for repairs

Treating Bad Water

How do we treat bad water then?

Remove the
Sediments

Removing chemicals, solids
and gases (not minerals)
from contaminated water.

Remove Odour

Making unwanted minerals
ineffective

Prevent Scaling

Removing unwanted minerals

Let's start with filtration technologies to remove sediments

Filtration

Can we find it somewhere in daily life?



How finely can we filter?



2000 Microns



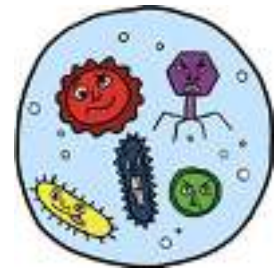
80 Microns



40 Microns



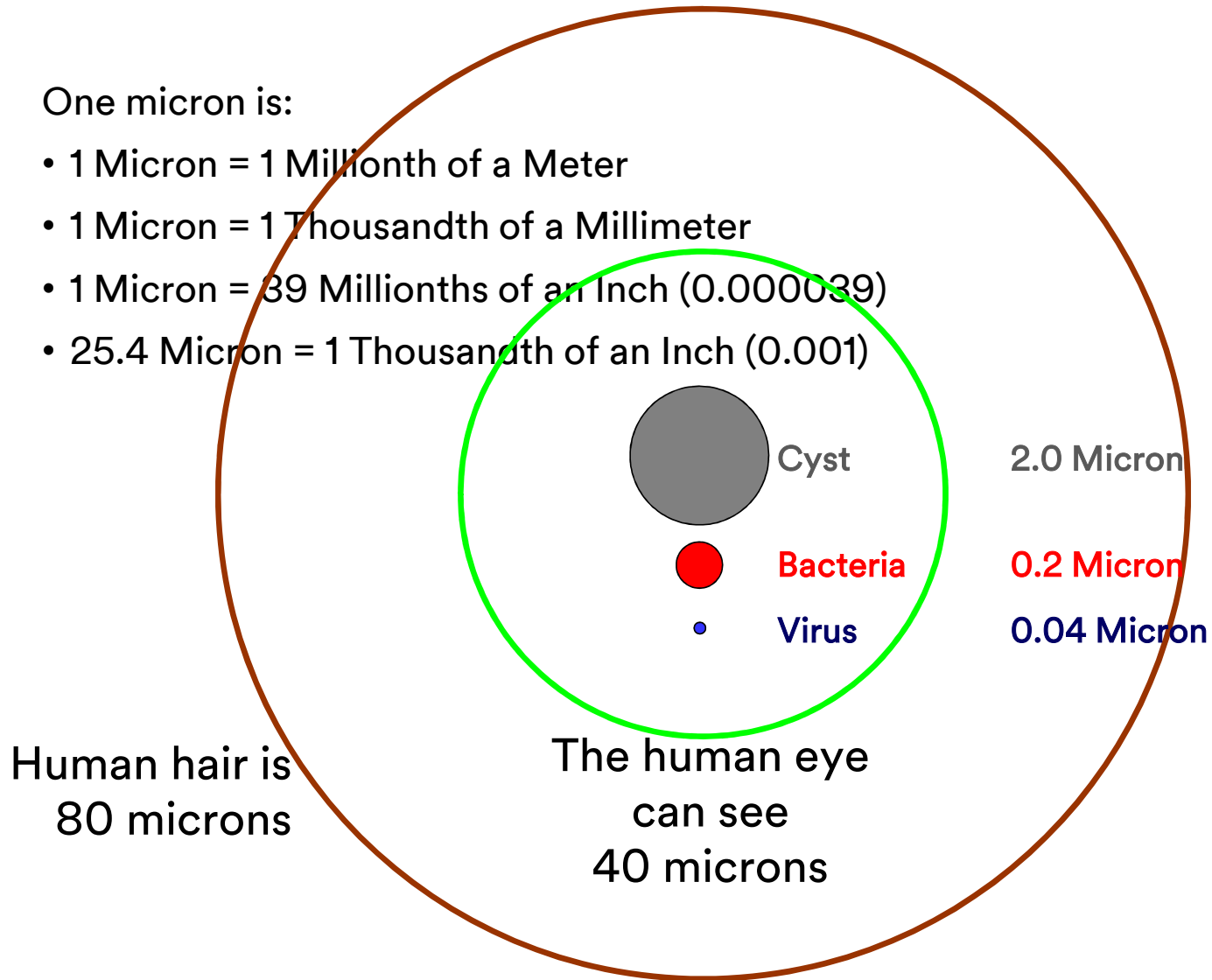
1 Micron



0.2 Micron

One micron is:

- 1 Micron = 1 Millionth of a Meter
- 1 Micron = 1 Thousandth of a Millimeter
- 1 Micron = 39 Millionths of an Inch (0.000039)
- 25.4 Micron = 1 Thousandth of an Inch (0.001)



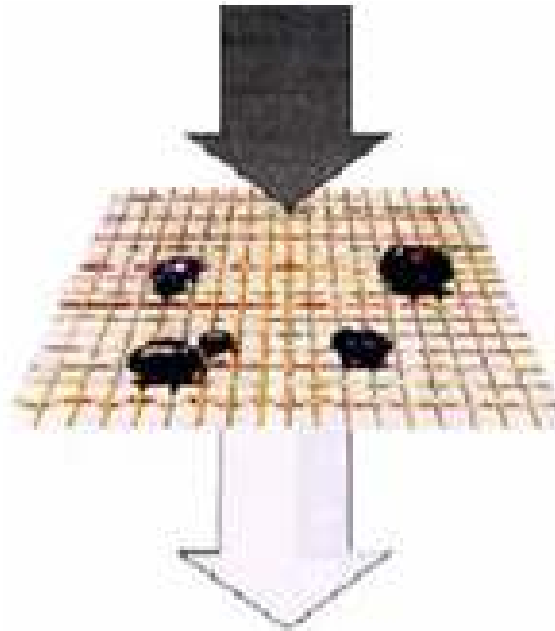
Filtration

We try to take out the bigger particles.
How big? Bigger than the size of our 'sieve'

Simple flow path

Simple physical barrier

Particles captured on the
surface



Surface filter

Surface Filter

One chance to trap
particles

Typical filter papers
get damaged easily

Filtration

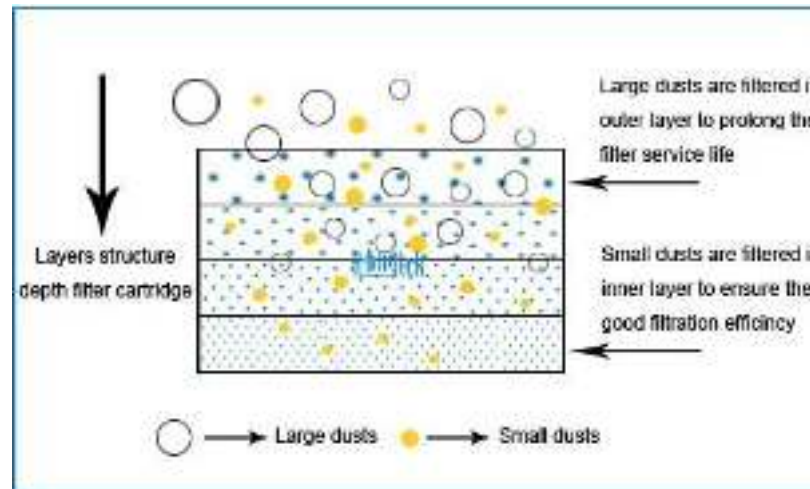
We try to take out the bigger particles.
How big? Bigger than the size of our 'sieve'

Depth Filter

Long Flow Path

More chances to trap particles

Particles trapped in depth of filter



Affects Flow Rate

How do we treat bad water then?

Remove the
Sediments

Removing chemicals, solids
and gases (not minerals)
from contaminated water.

Remove Odour

Making unwanted minerals
ineffective

Prevent Scaling

Removing unwanted minerals

Can 3M Purification Systems do it?

Yes We Can! IAS801F – IAS 802F

A high-performance filter cartridge made with depth filtration technology



IAS801F

IAS802F



How many
microns?

Delivers BOTH high flow rate and
excellent quality filtration

Taking a look, one by one...

Whole House Filtration & Pre-Filtration

What do IAS801F and IAS802F do?

Where are they needed?

How well can they filter?



IAS801F

IAS802F

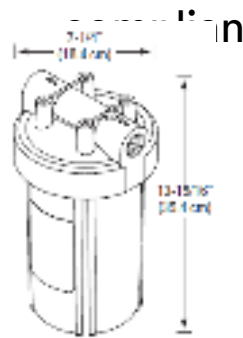
SPECIFICATIONS-AP800 SERIES WHOLE HOUSE FILTERS

Model No. (Part No.)	Inlet Outlet Size	Dimensions		Approx. Weight	Flow Rate	Approx. Temp.	Pressure Range	Std. Replacement Cartridge No.	Degrees of filtration
		Height	Diameter						
AP801-C	1" NPT	35.4 cm	18.4 cm	2.5 kg	7.6 lpm	37.8 Deg	1.7-8.8 bar	AP810 (Included)	5 micron
AP802	1" NPT	56.5 cm	18.4 cm	2.8 kg	17.0 lpm	37.8 Deg	1.7-8.8 bar	AP810-2 AP817-2	5 micron 25 micron

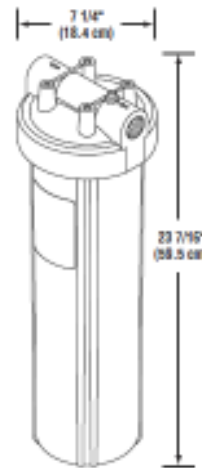
1" NPT inlet and outlet ports

Systems incorporate a pressure relief button
IAS 801 system comes with mounting
bracket, wrench and AP810 cartridge.

Systems are manufactured from FDA CFR-



IAS 801-C



IAS 802



Wrench
(Only for
AP801-

Metal Bracket
(Only for AP801-C)



micron

GET RID OF MUDDY WATER!

3M Whole House Water Filtration System



Works on Depth Filtration

-Multiple layers of filtration to ensure 5 micron filtration



Zero Water Wastage & No Electricity Needed

-Complete green building product



Food Grade Material

- Unit is manufactured from FDA CFR-21 complaint material



Simple Fit and Forget

-Low maintenance-only cartridge replacement



Compact in Size

-Can be easily dismantled and carried along



Withstand High Pressure

-Can withstand pressure up to 7 bar



- Grooved cartridge increases surface area for longer life of cartridge
- Patented depth technology provides fine sediment filtration up to 5 micron

How to remove odour then?



IAS802C

- Cartridge Technology – Removes Chlorine Taste & Odour
- Filters Sediments up to 25 microns

SUFFERING FROM BAD ODOR – IT'S CHLORINE !

3M Whole Chlorine Removal System



NSF Certified

- Tested and certified with NSF for chlorine reduction



Zero Water Wastage & No Electricity Needed

- Complete green building product



Food Grade Material

- Unit is manufactured from FDA CFR-21 complaint material



Simple Fit and Forget

- Low maintenance - only cartridge replacement



Compact in Size

- Can be easily dismantled and carried along



Withstand High Pressure

- Can withstand pressure up to 7 bar



- 25 micron particulate is captured on the rigid outer shell
- Use of finer activated carbon yielding lower pressure drop

PRODUCTS WORKING PRINCIPLES

(Scale Prevention)

IAS141T & IAS102T

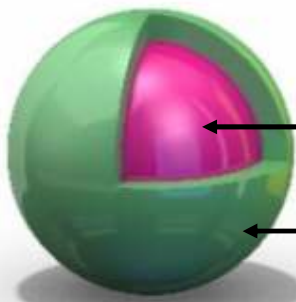


What is Siliphos?

- It is a compound of **sodium silicate** and **sodium poly phosphate**. Food grade crystals which contains polyphosphates and silicates.

How it works

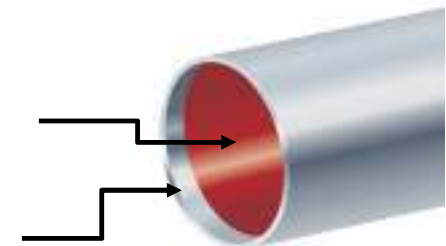
- Slow Dissolving of tasteless, colorless and odorless siliphos media crystals into water..
- Polyphosphates does sequestering (by a chemical coating) to dissolved cations (Ca & Mg) inhibiting scale formation.
- Silicates coats piping and metal fixtures reducing oxidation and scale formation for corrosion control.



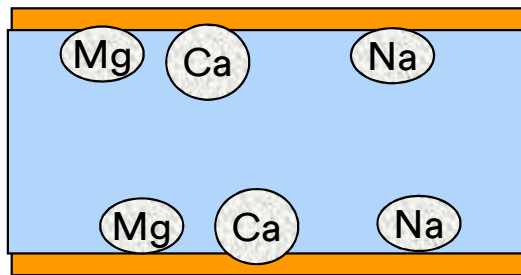
Hardness ions

Phosphate Encapsulation

Silicate
Coating
Pipe
Surface



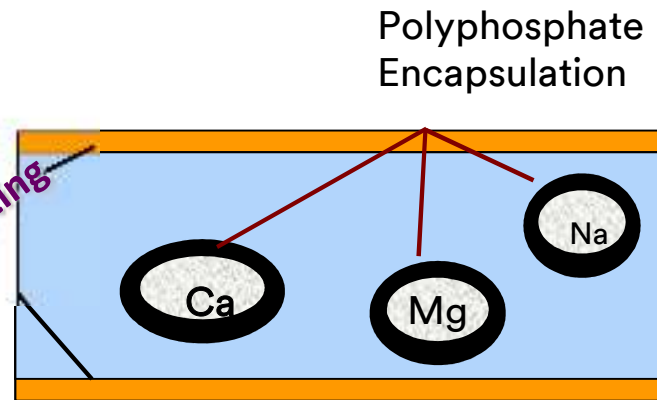
Sequestering - Treatment



Active Hardness Ions



'Silica' coating



Post Treatment Hardness Ions

Filtration AND Scale Inhibition System (Treatment)

IAS102T



IAS141T

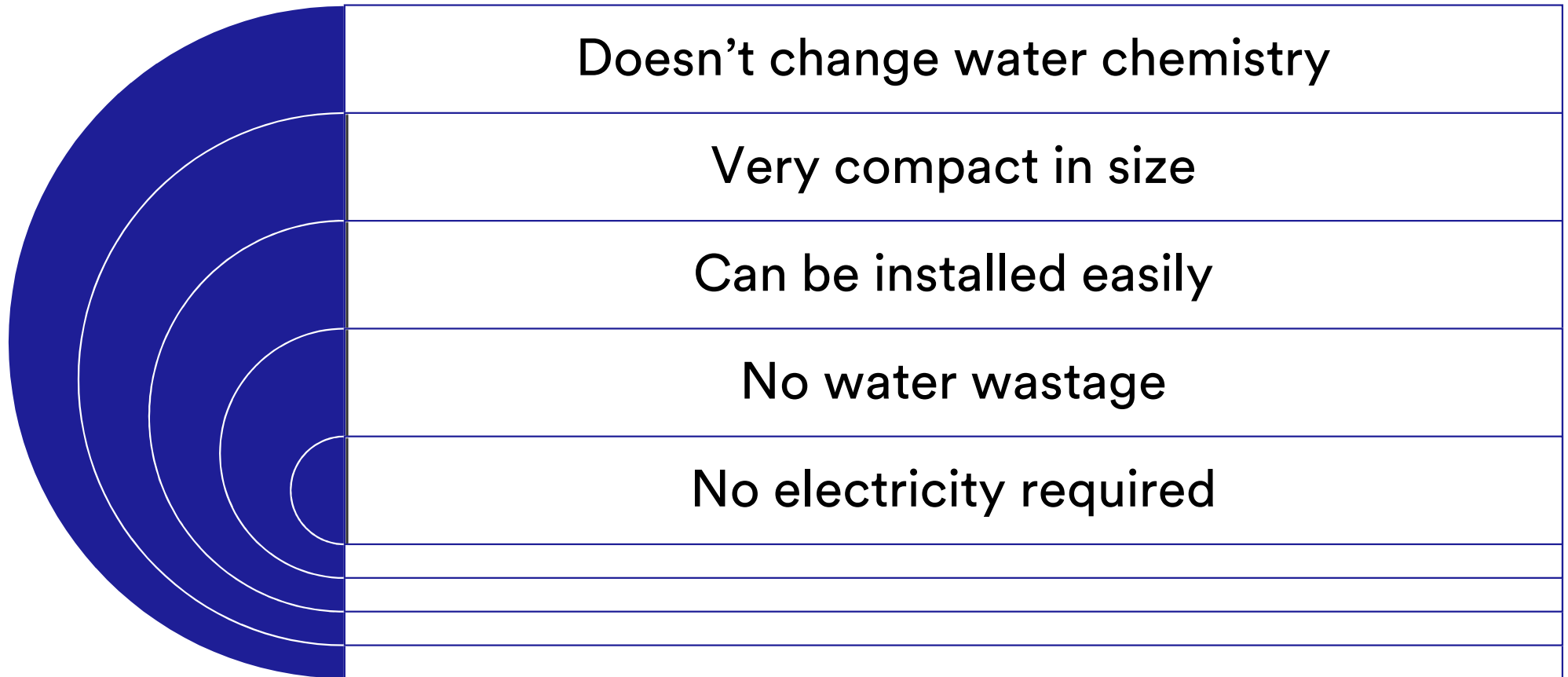


What do IAS 141T and IAS102T do?

How can they be of use to us?

Model	Inlet/Outlet (NPT)	Max Pressure	Flow Rate	Add. Imp info
IAS141T	3/4"	100 psi	Up to 37.8 LPM	Transparent Housing
IAS102T	3/4"	25 - 125 psi	Up to 60 LPM	Transparent Housing

Benefits of 3M Whole House Filtration and Scale Inhibition System



Benefits of 3M Whole House Filtration and Scale Inhibition System



Simple fit and forget

Low Maintenance- Only cartridge Replacement

Standardized manufacturing practices at State-of-the-art 3M factories

ELIMINATE THE EFFECTS OF HARDNESS!

3M Scale Prevention Systems

 **Works on 3M Patented Sequestering Technology**
- Uses FDA approved siliphos granules

 **Zero Water Wastage & No Electricity Needed**
- Complete green building product

 **Food Grade Material**
- Unit is manufactured from FDA CFR-21 complaint material

 **Simple Fit and Forget**
- Low maintenance - only cartridge replacement

 **Compact in Size**
- Can be easily dismantled and carried along

 **Withstand High Pressure**
- Can withstand pressure up to 7 bar



→ Built in shut off valve leading to Low installation cost

→ High flow dual cartridge system

→ Washer to prevent leakage

- Pressure tested high impact plastic design
- See through housing for viewing cartridge condition

Installation in Series

To cater to high hardness (greater than 300ppm)



Parallel Installation

To cater to high flow rate



We're a part of people's homes...
Installation in flats



IAS141T installed in washroom



IAS141T installed in utility area



IAS141T installed at point of entry of flat

We're a part of people's homes...
Installation in independent house



IAS141T with a pre filter AP801C for an independent house



2 units IAS141T with a sediment pre filter and carbon pre filter for an independent house



5 micron sediment filtration

We're a part of people's homes...
Installation for whole apartment



Centralized installation for 114 flats



Centralized installation for 50 flats

QUIZ

What is the flow rate that the below installations can handle?

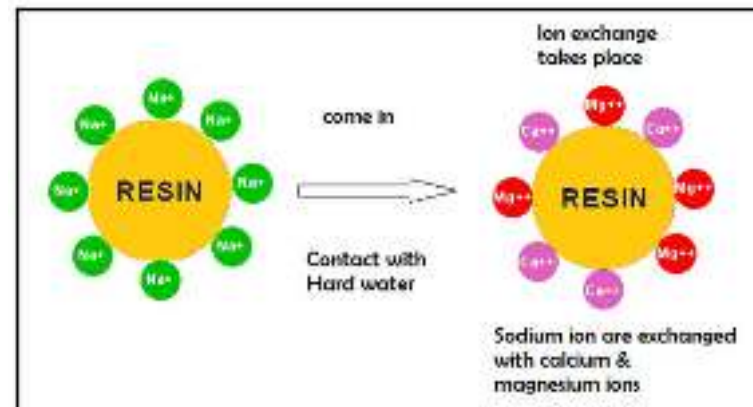


But what about preventing scaling? Can 3M Purification remove hardness from water completely?

Yes!

Quick Recap
What's hardness?

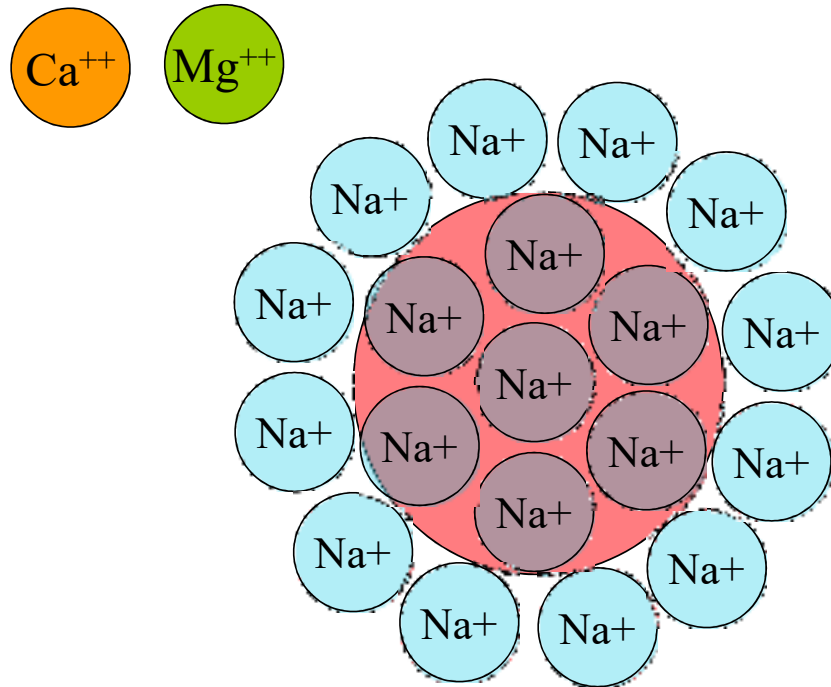
'Soften' the hard water!



Removing minerals from water that can cause the effects of hard water.

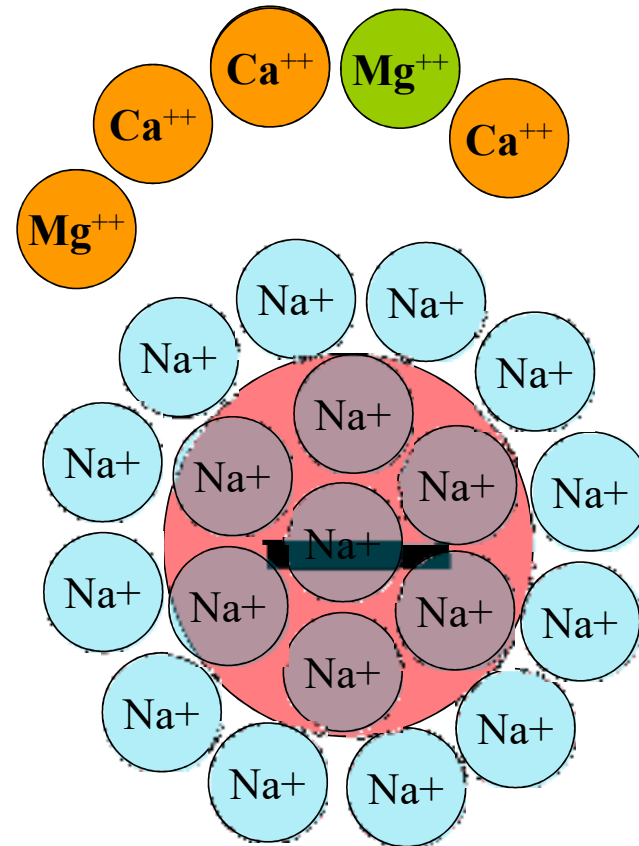
What is Ion Exchange Technology?

What are ions??



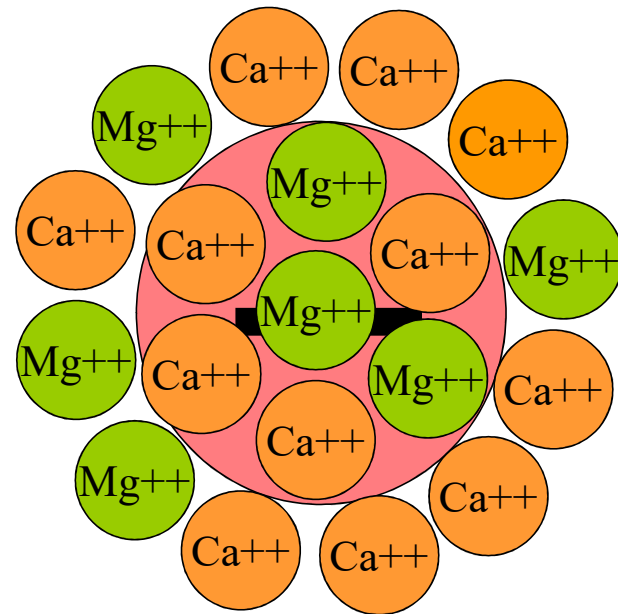
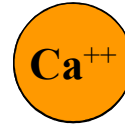
What is Ion Exchange Technology?

Ca^{2+} & Mg^{2+} ions
exchanged with Na



What is Ion Exchange Technology?

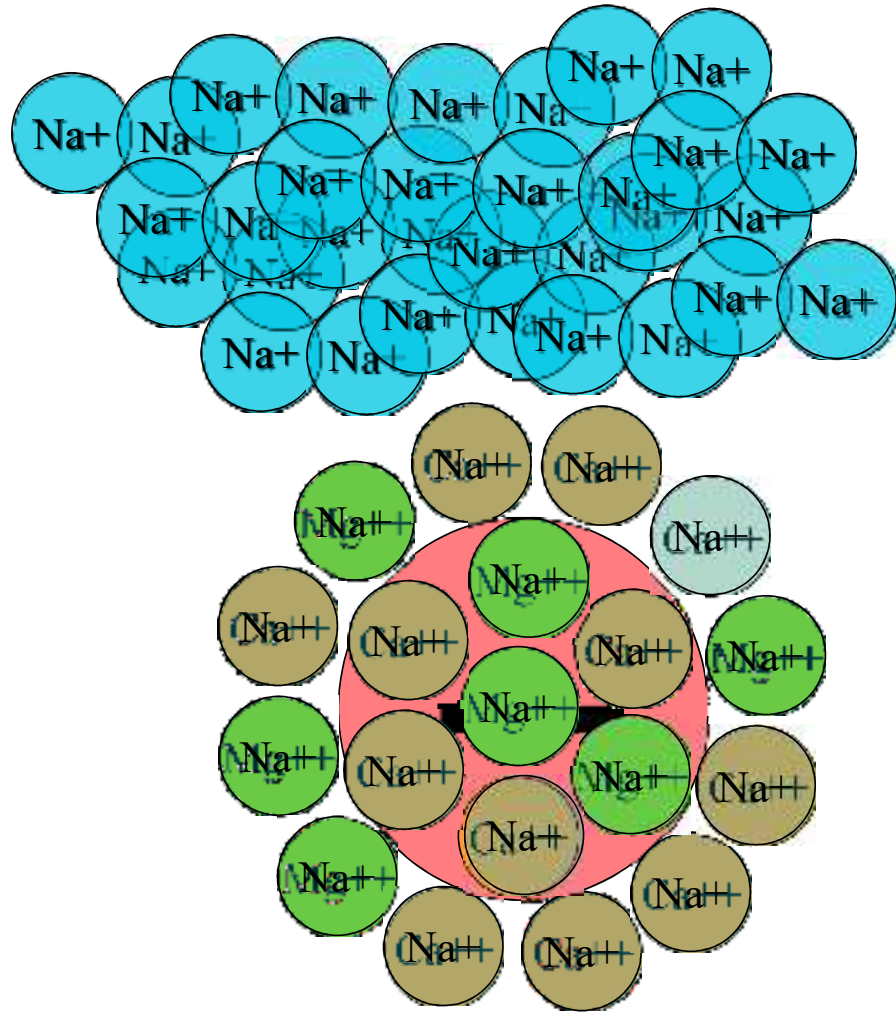
Resin has become exhausted when most of the sodium ions have been displaced by hardness ions



What is Ion Exchange Technology?

Regeneration

A highly concentrated sodium chloride solution, or brine, is used to regenerate the resin for use again.



3M Softener



SFT100 ,SFT150 & SFT 200 – Water Softeners



SFT 200
Salt Capacity: 60 kg
Household: 3-5 persons,
1-2 kitchens, 2 bathrooms



SFT 200

Approx. Weight	Temp. Range
<35 kg	4-39° C



We're a part of people's homes...



SFT 200 installation



WTS Range of Automatic water softeners

WTS 28: Resin capacity is 28 liters

WTS 42: Resin capacity is 42 liters

WTS 57: Resin capacity of 57 liters



Model	Salt Capacity(Kg)	Salt per Regen(kg)	Resin Tank Size(in)	Capacity (in liters) @ 250ppm Hardness	Capacity (in liters) @ 500ppm Hardness	Capacity (in liters) @ 750ppm Hardness	Flow Rate (LPM)
WTS28	100	2.8	10 x 44	6,080	3,040	2,027	41.6
WTS42	100	4	10 x 54	9,120	4,560	3,040	51.1
WTS57	100	5.5	13 x 54	12,160	6,080	4,053	54.1

PROTECT YOUR FAMILY BEFORE IT IS **TOO LATE!**

3M Fully Automatic Water Softeners



Soft Water Always

-Get soft water throughout your house, at all times



Zero Manual Effort

- Just Add on Salt!



Best-in-Class Intelligent Valve

- Regenerates quietly while you sleep!



Best Quality Resin

- Stay worry free for 7+ years with best in class purolite resin !



Optimal regeneration frequency

-System regenerates basis consumption OR time which ever is early



NSF Structural identification

-Resin tank is compliant with NSF structural strength guidelines

Good touch-open experience

High performance intelligent control valve



Resin tank-NSF identification with structural strength

Arc bucket design to increase storage space

SFT Series
***Designer model**



Installation Snapshot



Installation in parallel



Installation in series

NOT POSSIBLE

3M Residential Water Purification Portfolio

POE

Filtration



IAS80F Whole House Water Filter *5 Mic., Particulate (AP810-2)*
75lpm



IAS802F Whole House Water Filter
5 Mic., Particulate
170lpm

Filtration + Chlorine Taste & Odour (CTO)



IAS802C Whole House Water Filter *25 Mic., CTO (AP817-2)*
170lpm

Filtration + Scale Prevention



IAS141T Whole House Filter
5 Mic., Particulate+Scale
Flow rate: 37lpm



IAS102T Whole House Filter
5 Mic., Particulate+Scale
Flow rate: 60lpm

Softening



SFT 200 Water Softener
Hardness



WTS 28/42/57 Water Softener
Hardness



Drinking Water Systems

Common Problems...

In Kitchen and Independent houses

- Is the water which is used for cooking ,washing fruits & vegetables & cleaning utensils safe?
- Can I ensure that there is no bacteria in my bathroom tap that my kids use to brush their teeth?
- Is there a system that ensures both Scale Prevention and Bacteria free water for my entire house?

In Restaurants

- Is there something available for ice making machines , coffee brewing machines that takes care of drinking water quality and inhibits scale formation as well?
- Can I provide Drinking water to my entire restaurant?

IMPACT Technology

3M continues to provide revolutionary products utilizing its unique

Integrated Membrane Pre-Activated Carbon Technology (“IMPACT”)



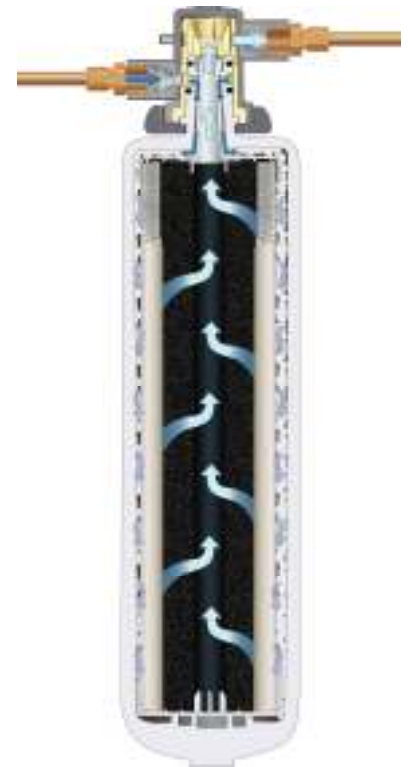
IMPACT

Membrane filters are becoming more and more common in 3M potable water products.

Membrane is always in a pleated configuration so that surface area can be maximized – higher sediment capacity, lower pressure drop

Membrane comes in multiple grades (pore sizes) to provide size exclusion to various contaminants

For Water, Membrane is mostly Nylon material



IAS140S –Drinking Water System with Scale Inhibition

1. Provides **Drinking water** by removing 99.9% bacteria and cyst using IMPACT technology
2. In built Scale inhibition using sequestering technology
3. Chlorine odor removal due to the presence of activated carbon
4. Filtration – **0.2** micron

Specifications

Cartridge Type	Claims	Flow Rate	Capacity	Post-Filter membrane
Replaceable	Cyst & bacteria, Scale, Sediment , chlorine taste & odor	7.9 lpm	94,635 L	0.2 micron

Where can it be used

- 1.Provides drinking water solution to every individual home
- 2.Provide solution to homes that have hard water up to **400 PPM**
- 3.Pressure requirement at the site is 3-3.5 bar . In absence of pressure a diaphragm pump needs to be installed



CFS11S- Pre-filter & faucet for IAS140S

1. Provides 5 micron sediment filtration
2. To be used as Pre-filter system before every IAS140S installed
3. Will protect the life of IAS140 cartridge by removing sediments up to 5 microns

** Stainless steel faucet available to be provided with every IAS140S (a dedicated drinking water system).
Maximum flow rate discharged by the faucet is 5 LPM.



Model No	Inlet/Outlet Size	Dimensions		Flow Rate	Temp.	Pressuer Range	Std. Replacement cartridge No	Degree of filtration
		Height	Diameter					
CFS11S	3/4" NPT	36 cm	11.6cm	30 lpm	37.8	1.7-8.6 bar	AP110	5 micron

IAS190S – Whole Kitchen Drinking Water System with Scale Inhibition

1. Provides **Drinking water** by removing 99.9% bacteria and cyst using IMPACT technology
2. In built Scale inhibition using sequestering technology
3. Chlorine odor removal due to the presence of activated carbon
4. Filtration – **0.2** micron

Specifications

Cartridge Type	Claims	Flow Rate	Capacity	Post-Filter membrane
Replaceable	Cyst & bacteria, Scale, Sediment , chlorine taste & odor	18.9 lpm	204,000 L	0.2 micron



IAS190S – Whole Kitchen Drinking Water System with Scale Inhibition

Where can it be used

1. Provide solution to homes that need **bacteria free water for kitchen**
2. Provide solution to homes that have hard water up to **400 PPM**
3. Offices and Restaurants for Drinking water requirements

Who are the customers for this product

1. Villa or Flat owners who prefer drinking water for entire kitchen
2. Modular Kitchen Channel
3. Offices for Drinking water supply
4. Small Restaurants for their entire kitchen
5. Pressure requirement at the site is 3-3.5 bar . In absence of pressure an external booster pump needs to be installed



DP390 -Whole House Bacteria Free Water with Scale Inhibition

- 1. Provides **Drinking water** by removing 99.9% bacteria and cyst using IMPACT technology
- 2. In built Scale inhibition using sequestering technology
- 3. Chlorine odor removal due to the presence of activated carbon
- 4. Filtration – **0.2** micron



Specifications

Cartridge Type	Claims	Flow Rate	Capacity	Post-Filter membrane
Replaceable	Cyst & bacteria, Scale, Sediment , chlorine taste & odor	57 lpm	613,000 L	0.2 micron

DP390 – Whole House Bacteria Free Water with Scale Inhibition

Where can it be used

Provide solution to homes that require **bacteria free water for whole house**

2. Provide solution to homes that have **hard water problem up-to 400 PPM**
3. Provide solution to homes with problem of “Chlorine” smell
4. Commercial establishments in food and beverage industry

Who are the customers for this product

1. Villa owners, independent house owners, pent house owners
2. Villa communities – Centralized solution
3. Restaurants for Kitchen water, Coffee machines, Ice cube machines
4. Pressure requirement at the site is 3-3.5 bar . In absence of pressure an external booster pump needs to be installed



DON'T HAVE DEAD WATER HAVING ZERO MINERALS

3M HIGH FLOW DRINKING WATER SYSTEM



Revolutionary Technology

-3 stage filtration using 3M patented I.M.P.A.C.T. technology



Zero Water Wastage & No Electricity Needed

-Complete green building product



Retains Minerals Naturally

- Eliminates harmful minerals while retaining essential minerals



3 in 1 Action

-Removes bacteria, chlorine smell and prevents scaling



No AMC Needed

-DIY cartridge change out



High Capacity and Flowrate

-Products can provide up-to 1 lakh to 2 lakh liters of drinking water *

*capacity is for chlorine ,cyst and bacteria reduction in water

© 3M 2019. All Rights Reserved. 3M Confidential.



Patented valve in head design for easy cartridge change out in 10seconds

IAS140S
*Up-to 1 lakh liters

IAS190S
*Up-to 2 lakh liters

DWS 2000T – Activated Carbon Based Drinking Water Purification System



Benefits

- Drinking water system with Dedicated Drinking Faucet
- Designer LED Cartridge Change Indicator
- Removes more than 99.99% of all water-borne bacteria
- Sanitary Quick Change Design – Effortless twist to change cartridges with no mess

Specifications

Cartridge Type	Flow Rate	Capacity	Post-Filter Membrane	Membrane Surface Area
Replaceable	2.85 lpm	2,850 L	0.2 micron	3.77 Sq. Ft.



And it is SMART

‘SMART’ Cartridge Change Monitoring System - Light Indicator (at drinking faucet) – for DWS2000T

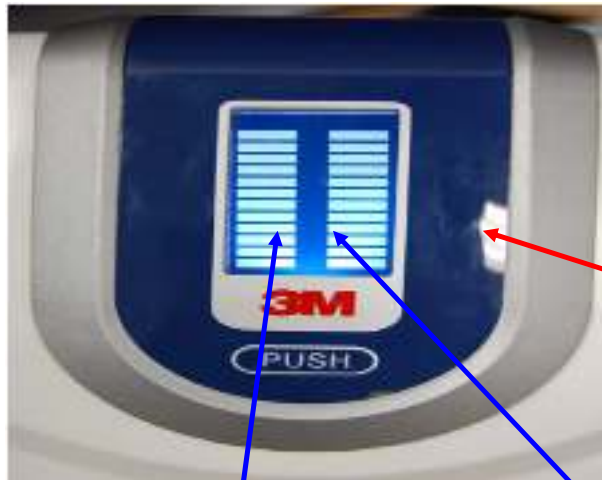


Blue LED – normal use



Red LED – cartridge change required

'SMART' Cartridge Change System - LCD indicator & alarm



Cartridge life indicator (visual & audio) based on TIME (12-month setting by default)



Cartridge life indicator (visual & audio) based on CAPACITY

RO Drinking Water System



Technology- 3 Stage Purification

1

Pleated Polypropylene Membrane with Carbon Block



Traps impurities using high efficiency filtering to remove impurities and to improve the life of the RO membrane

2

Reverse Osmosis Filtering Core



Removes pollutants of heavy metals such as lead, arsenic, cadmium etc.

3

Compressed Active Carbon Bar



Removes chlorine taste and odor using adsorption

Specifications

Model No	Flow Rate	Temp.	Pressuer Range	Std. Replacement cartridge No
R8-CW	1 lpm	37.8	1-4 bar	3N (R8-C1, R8-C2, R8-C3)

	Service Life	
	Recommend use time	Capacity
Pre-filter	12 months	8000l
CB filter	12 months	4000l
RO filter	24 months	7200l

Features

1. 100% RO – Every drop passes through RO membrane
2. Bacteriostatic- Inhibits the breeding of bacteria using tank-less technology
3. Individual Cartridge Monitoring - EACH cartridge is monitored for current status and remaining life
4. Simple cartridge change & Compact design



**Pressure available at site > 1 bar
No external pump needed**



**Pressure available at site < 1 bar
External pump needed**



GET 100% RO TREATED WATER WITHOUT STORAGE

3M RO



30% Less Water Wastage

-Ensures only 50% water wastage of input water



Instant Filtration

-Get pure water without waiting and without storage



Compact Design

- Ultra thin model with under the sink installation



Individual Filter Monitoring

- Monitor each cartridge individually and alerts with an alarm



No AMC Needed

-DIY cartridge change out



Quiet Operation

-Absorbs machine vibration making it quieter



*capacity is for chlorine ,cyst and bacteria reduction in water

POU

Drinking



DWS2000-CN
Drinking Water
System
*Particulate, Bacterial,
Microbial, Cyst, Selected
VOC, CTO*
2.8lpm



3M RO
Drinking Water
System
*Particulate, Bacterial,
Microbial, Cyst,
Selected VOC, CTO*
1lpm

POE+ POU

Drinking+ Scale Prevention



IAS140S
Drinking Water System
7.9 lpm



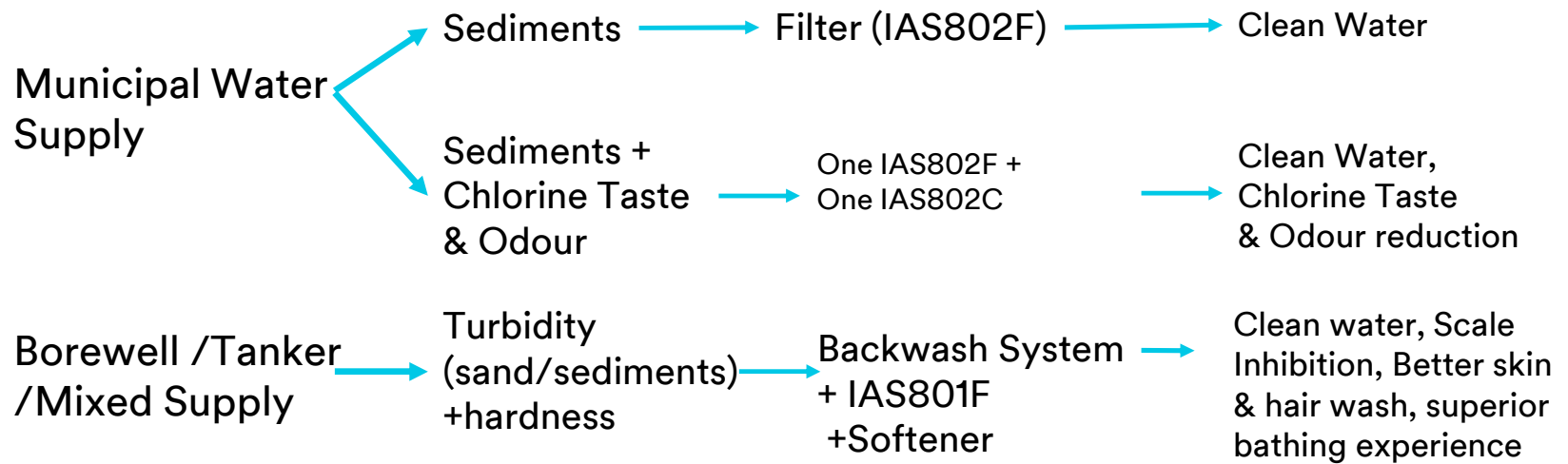
IAS190S
Whole Kitchen
Drinking Water
System
18.9 lpm



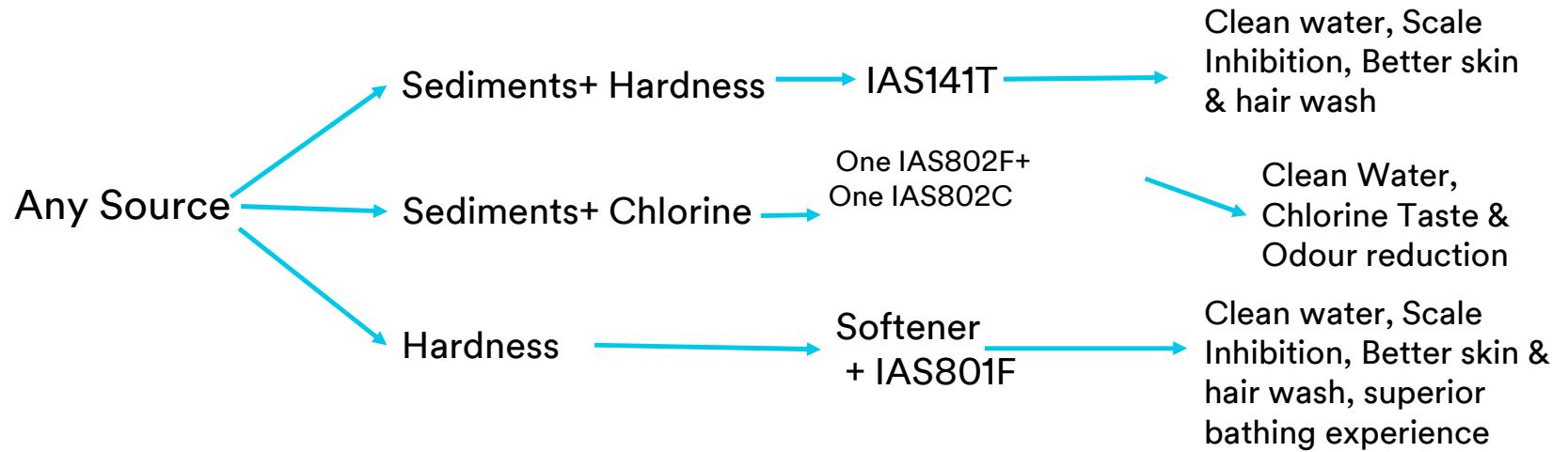
DP390SIA
Whole House
Drinking Water
System
57 lpm

*Cysts, Bacteria, Sediment,
Chlorine Taste and Odor, Scale*

Selecting the right products – Independent Villas



Selecting the right products – Apartments



What do people usually ask?

Q. In my area I am getting a lot of muddy/dirty/sand water/any other concern- Which model should I buy?

Q. How frequently do I need to change the cartridge?

Q. I bought this filter _____, _____ days back. There is no difference in the water hardness levels, is it working?

Q. I thought this filter will clear all spots in my bathroom. Yet I see there's some spots happening. Is this supposed to happen?

What do people usually ask?

Q. Can this filter be installed in my kitchen for drinking purpose?

Q. Where to install the filter? Can my plumber also do this?

Sales Skills & Soft Skills

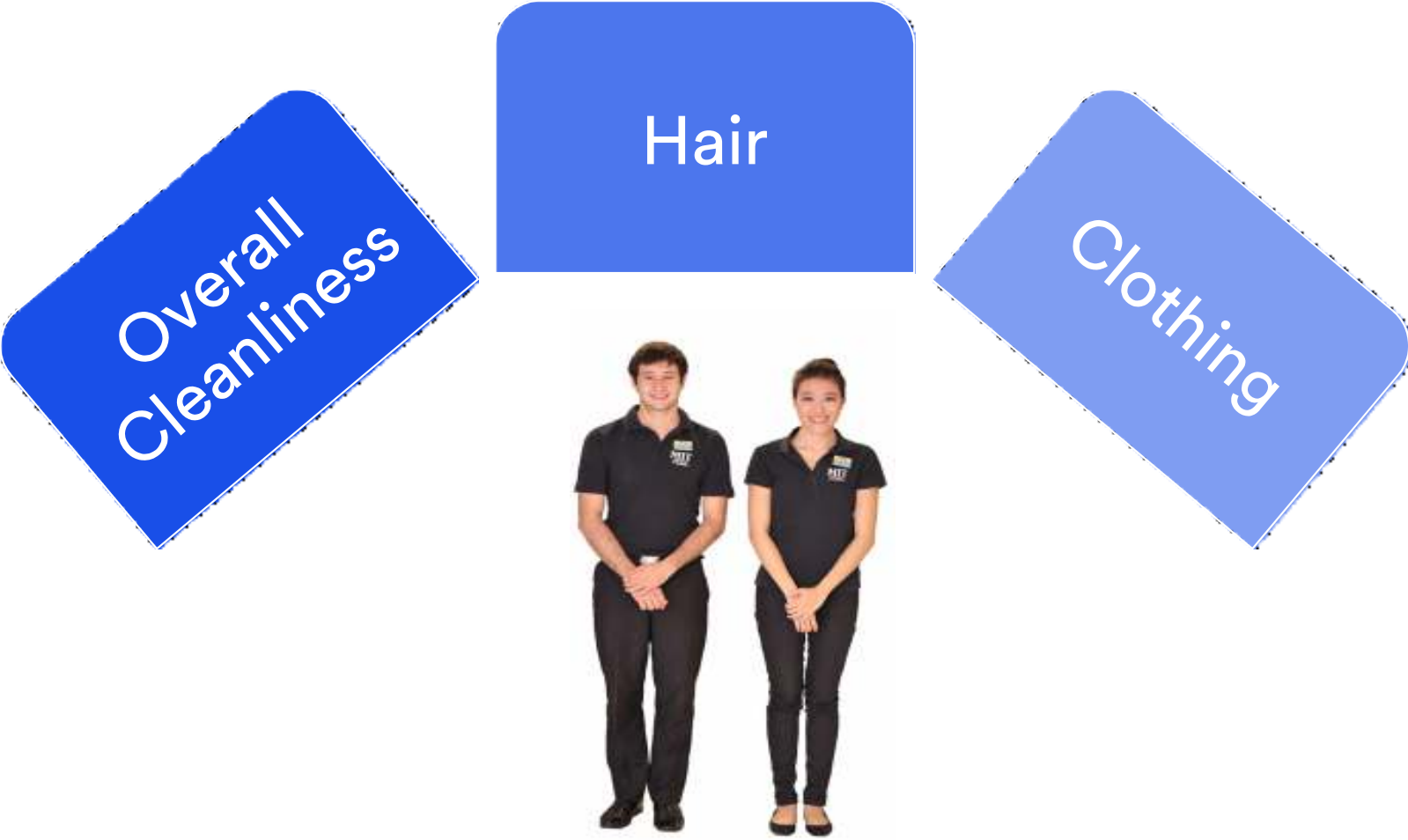
Soft Skills – How important are they?

Grooming

Choose a doctor



Grooming Habits – All aspects of the body



How to conduct ourselves professionally?



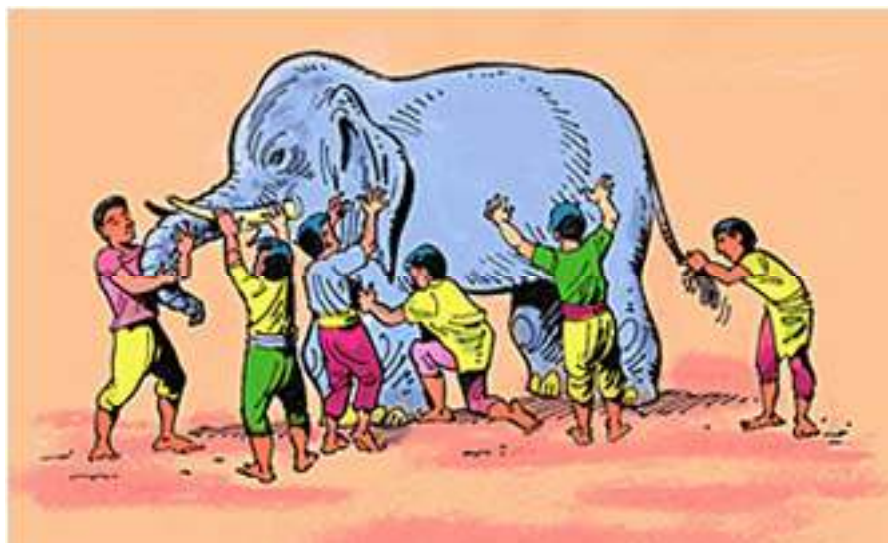
**Positive frame of mind
- Smile genuinely**



Ask relevant questions



Listen to understand the customer



Do not make assumptions



Speak clearly and be honest



Respect yours & others' time



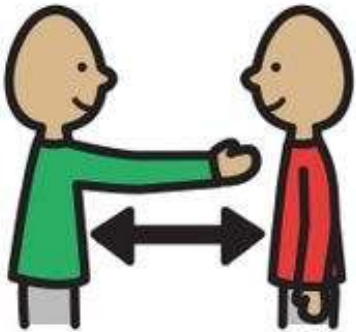
Be formal. Remain professional.

If you show good behavior

- ❖ Customers will like speaking to you
 - ❖ They will respect you
- ❖ Your day will always be nice. You will have less stress.

Important things to remember

Personal Space



Stand at about 2 ½ to 3 ½ feet away, not too close

Eye Contact

Keep direct eye contact



Language



Speak in the language that the customer is most comfortable with

Things NOT to do

Negative frame of mind: frown on face



Things NOT to do

Overpromising / falsifying
to gain business



Things NOT to do

Hiding information



Things NOT to do



Using bad/poor language

Why?

Objective

Now we will learn how to

Understand the
customer's needs



Set the right
expectations

Sales Skills – Are they important?

Why do people buy?

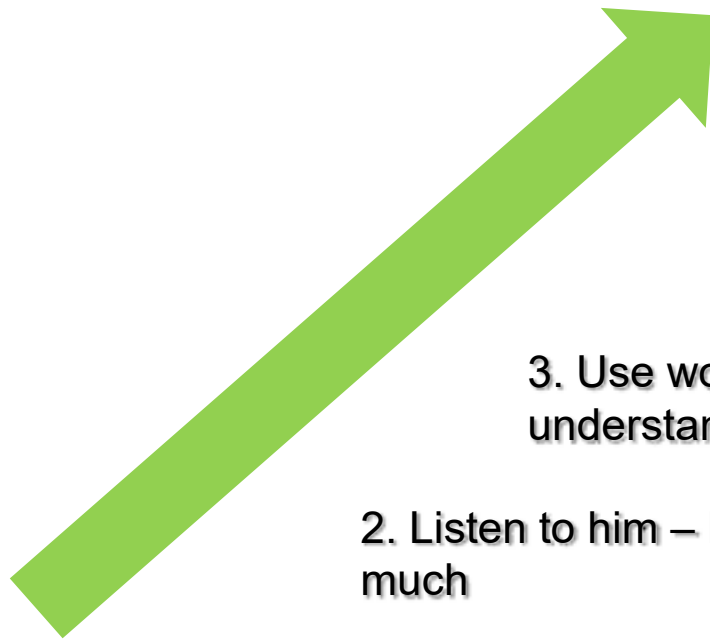
Great! But how?



People don't buy because you make them understand.

They buy because they feel understood.

Practical Steps - How can you understand what the customer needs?



1. In the first few minutes – create a good first impression

2. Listen to him – Don't interrupt too much

3. Use words like – Hmm, yes, alright, I understand etc. to show that you are listening

4. Start speaking after customer has said what he wants to say

5. Ask questions if you still need to understand better

The 'STEP' Approach



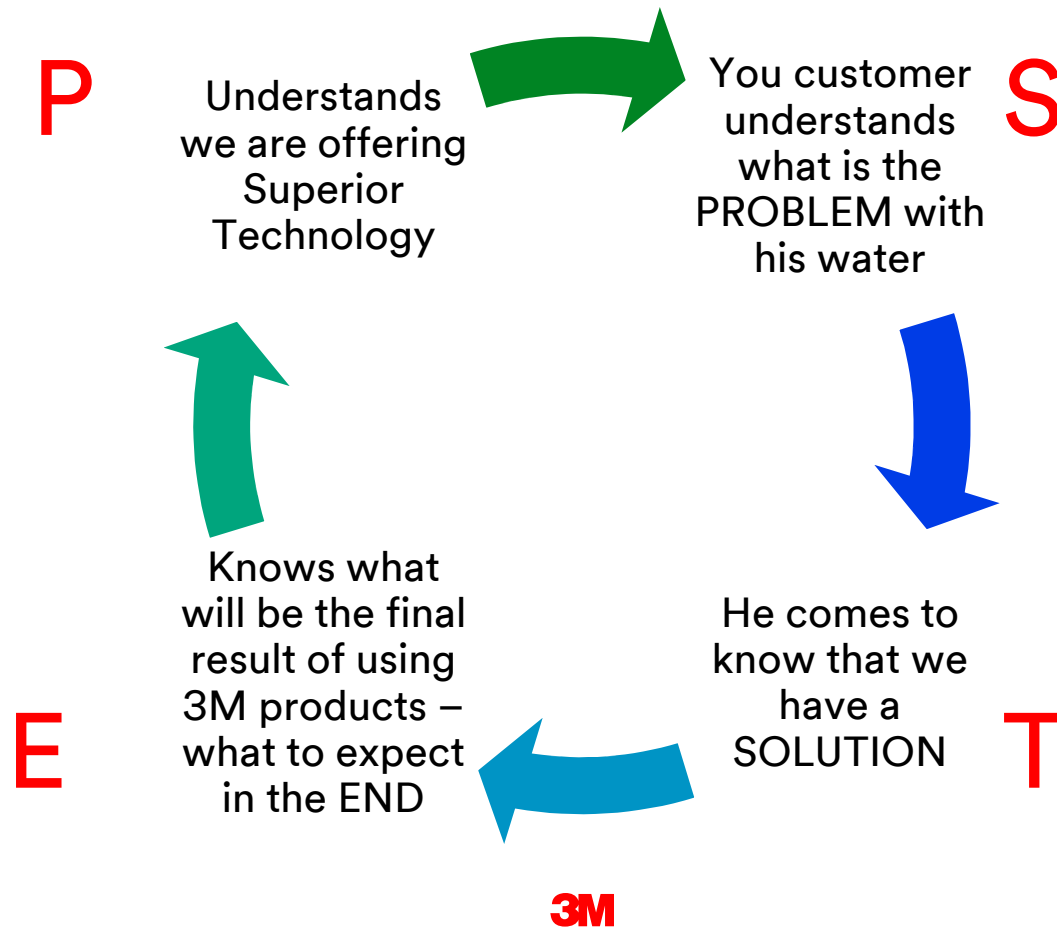
The 'STEP' Approach

Understand the problem FIRST, then use:

The **STEP** approach of having conversation with the customer-

- **S** **Survey** the house to identify & point out problems
- **T** **Tell** the customer about 3M solutions
- **E** **Explain** the benefits from using 3M
- **P** **Present** the technology behind the products

Does 'STEP' Approach Help You?



What if the customer has a complaint?

What will you do?

What if the customer has a complaint?

Pay careful attention to him& listen

- ❖ Listen Patiently and appear serious – Be serious
- ❖ Do not listen simply to oppose
- ❖ Do not try to tell him that he is wrong
- ❖ Win his trust, not the argument

What if the customer has a complaint?

Pay careful attention to him& listen

- ❖ Do not SMILE or be distracted by other things when he speaks
- ❖ Show concern for his problem
- ❖ Offer apologies – Comfort the customer
- ❖ Show urgency in dealing with his problem – but do not overpromise

Why should I care about a customer with a complaint?

Because if we don't -

He will never come back

He will tell others not to come to you

Commonly Asked Questions

And do they like our products?

“We were surprised to see the results after installing AP141T. Now we get sediment free water and all our water using appliances are working much better.” – Mr. Sharad Mathur, Adarsh Palm retreat, Bangalore

“Excellent Product and Excellent Service provided by 3M” – Mrs.Bindu, Vesella Villas, Hyderabad





Toll Free No: 1-800-425-425-000

Water.3mindia.in

www.facebook.com/3mwaterfilterindia

The background is a complex, abstract geometric pattern composed of numerous overlapping triangles and polygons in various shades of blue, ranging from light cyan to deep navy. The pattern creates a sense of depth and movement. In the center of the image, the words "Thank you" are written in a clean, white, sans-serif font.

Thank you