

NEW SAPMA TRAINING FOR TECHNICAL SALES STAFF WELCOMED

The SA Paint Manufacturing Association's new training course for technical sales representatives has been enthusiastically welcomed, says Tara Benn, Training and Administrative Manager for SAPMA.

Tara says the two-day training course aims to make sales personnel of member producers more conversant with paint technology when dealing with existing or potential customers. "Although SAPMA offers technical training for the coatings sector only a small percentage of students who qualify actually become paint chemists. Many are employed in other capacities, particularly in sales and marketing where their technical knowledge is often decisive in securing contracts," Tara explains.

SAPMA therefore condensed the technical aspects of its training into a special two-day course during which paint technology will be taught without time-consuming laboratory testing or intensive chemistry aspects of the curriculum which sales personnel basically do not require.

"The new Technical Sales Training Programme will help manufacturers' sales personnel when they pitch for business with retailers, assist them in convincing paint contractors to select their company's paints, and convince and influence architects to specify their factory's paints and coatings for construction projects," Tara states.

SAPMA tutor, Mike Adams, recently trained 20 Dulux staff members who afterwards commented most favourably about the new knowledge they obtained. Here are some of the trainees' views:

"This insightful introduction to paint contained a nice mix of history of paint, early technical developments from first findings to current day paint, colour aspects, as well as a little input about chemistry, theory and problem-solving. It kept the pupils, who ranged from totally inexperienced people to experts, fully engaged."

"The SAPMA condensed training module is relevant for individuals new to the paint industry wanting to gain an understanding of paint, and more experienced individuals wanting a refresher course. The content was professionally facilitated in an easy to understand format."

"The training was ideal as an introduction to paint. It covers the basics and is interesting. It has some technical topics but these do not discourage but rather creates excitement about the chemistry of paint."

For more information, contact Tara Benn on 011 615 1195 or email training@sapma.org.za or visit www.sapma.org.za.

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