

Orbit Magazine

GE's Bently Nevada Product Line Engagement

Date : May 20, 2016



Bently Nevada has always believed that the key to strong and long-term relationships with our customers is a function of the quality of our sales and services teams in the regions we operate in.

Strong local support demonstrates to our customers our commitment to them and on the sales side of things that means account managers who fully understand the Bently Nevada technology and can explain that functionality.

Since GE's acquisition of Bently Nevada in 2002, our business has effectively tripled in size and our technology portfolio has expanded dramatically, so much so that it is now practically impossible for a local account manager to fully understand and explain it all!

Bently Nevada has responded to that challenge in a very effective manner by establishing an innovative two-tiered approach.

Orbit Magazine

Solution Specialists

The first stage of that approach is a four-level Solution Specialist training program, with all Bently Nevada account managers progressing through a specially developed series of modules designed to teach them what our technologies are, what they do and how they all work together to deliver value to our customers.

Levels one, two and three of the program are conducted in-region, while Level four is an intensive two-week session conducted at the Bently Nevada headquarters in Minden, Nevada, USA.

The Solution Specialist training program is a major, but essential, investment in the capability of the global Bently Nevada sales team.

Field Application Engineers

The second stage is our investment in Field Application Engineers – FAEs, who are the local technical support to our Solution Specialists.

FAEs are trained on how the Bently Nevada technology does what it does, as well as how to best use our technology at a customer's site.

They are equipped with the latest hardware and software demonstration capability and are able to show customers how our technology operates and provides critical data.

To keep all FAEs current with what we are doing to support, sustain and enhance all of our technologies, every year we conduct a two-week learning session at our US headquarters in Nevada.

All of the global FAEs travel in to Minden for that session, where they are given detailed briefings by the people who design and build our technologies so that when they return to their regions they are fully competent to support our Solution Specialists and their customers.

Don Silcock

Technical Sales Director

don.silcock@ge.com

Copyright 2016 Baker Hughes, a GE company, LLC ("BHGE") All rights reserved.

Bently Nevada, Orbit Logo, ADRE, Keyphasor, Promimitor, Velomitor and System 1 are registered trademarks of BHGE in the United States and other countries. All product and company names are trademarks of their respective holders. Use of the trademarks does not imply any affiliation with or endorsement by the respective holders.

The information contained in this document is subject to change without prior notice.

1631 Bently Parkway South, Minden, Nevada USA 89423

Phone: 1.775.782.3611 Bently.com

**BAKER
HUGHES**
a GE company

