



Scientific Instruments

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LSCA Field eNews

Customer Education – The Secret Weapon

Jason DiFraia - Customer Education Services Product Manager

Customer Education can be used as a competitive differentiator and a key component to our overall solution while enhancing the customer experience.

We've been making some investments and progress within the Customer Education Service team and we wanted to share some of the results. Below is a great customer success story that Laura Cerruti (AFO Customer Education Manager) captured from one of our customers.

"Ms. Cerruti;

We recently purchased two Agilent 5977A GC/MSD Toxicology Analyzers each with an associated five days of in-house training. During the week of 13 - 17 Oct 2014 it was our distinct pleasure to have Mr. Garretson provide the first of our 5-day Training Sessions.

Mr. Garretson is clearly well versed in the operation of the Toxicology Analyzer and the arcane subtleties of the Deconvolution Software. My Staff enjoyed Mr. Garretson's training style and I was very impressed with his professionalism and thoroughness in instructing us on how to maximize the benefits of this instrument while at the same time maintaining a comfortable, non-threatening learning environment. Throughout my career (20 years) I have encountered a number of trainers and I can state without hesitation that Mr. Garretson is the best one that I have ever had the pleasure of working with.

As we have another 5 day training session available, associated with the second of our Toxicology Analyzers, I request that Mr. Garretson again be assigned to this laboratory to provide that training.

If there are any questions or issues concerning this request or if there is anything in addition that I need to do to secure Mr. Garretson's services for our 2nd training session please feel free to contact me.

Thank you for attention and consideration in this matter.

*Yours Sincerely,
Customer in Broward County FL"*

Please contact [Jason DiFraia](mailto:Jason.DiFraia@sci-instruments.com) if you'd like to learn more on how Customer Education can help you win deals.