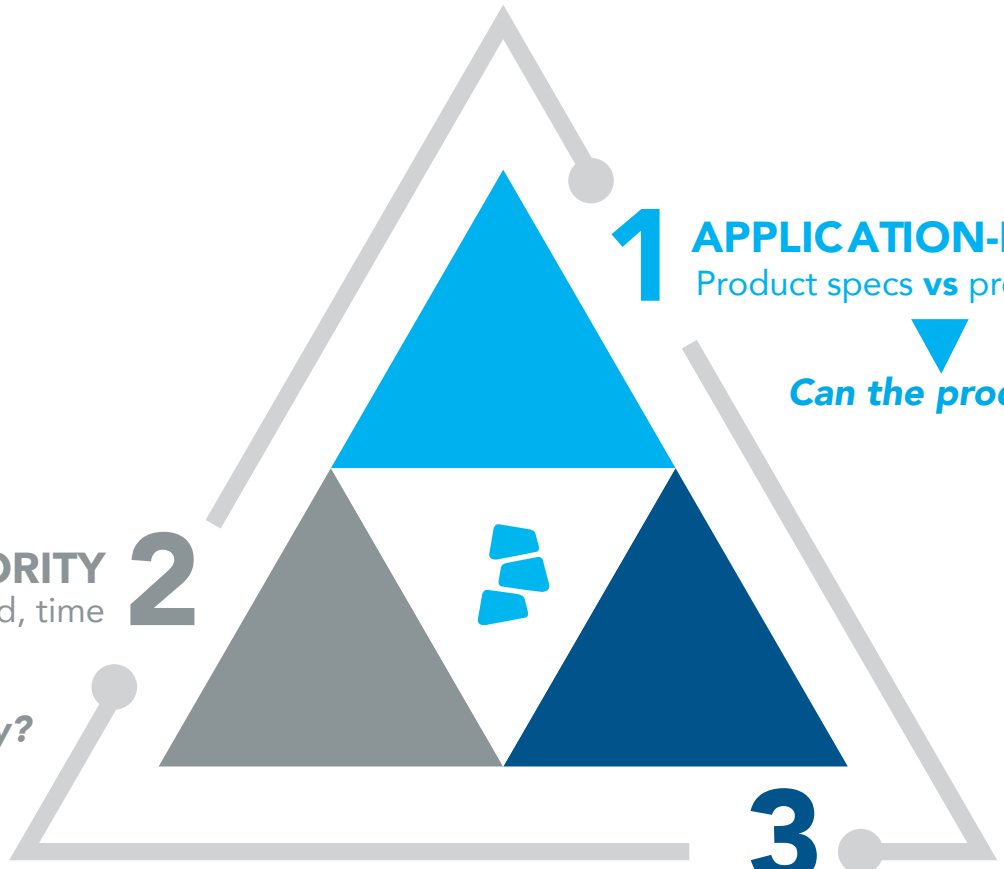
ROBOTIQ

Sales Guide

ROBOTIQ PRODUCTS

A SALE WILL ONLY HAPPEN IF YOU COMBINE THE **3 SIDES** OF THE **SALES TRIANGLE**



1 APPLICATION-PRODUCT FIT
Product specs **vs** project requirements

Can the product do the job?

2 BUSINESS PRIORITY
Budget, authority, need, time

Is the customer ready to buy?

3 CHALLENGE-SKILLS FIT
Complexity of project **vs** end user skills and bandwidth

Should the customer deploy on their owen or with an SI?

1 APPLICATION-PRODUCT FIT

Can the product do the job?

	APPLICATION KITS ALL YOU NEED IN ONE KIT	ADAPTIVE GRIPPERS	VACUUM GRIPPERS	FORCE COPILOT & FT300	WRIST CAMERA	INSIGHTS
Machine Tending	**Machine Tending Kit** Speed up integration & reduce downtime with this optimized kit for CNC machining.	**Hand-E** for dirty environments. **2F** for other machines and/or higher payloads.	**EPick** & **AirPick** for picking from bins and large flat surfaces.	**Force Copilot** to ensure precise placement of parts. **Machine Tending Copilot** simplifies programming for the most complex CNC applications. For example when moving robots or changing setups.	Locate, pick and place parts automatically without jigs. Faster changeovers: Use Visual Offset to locate jigs, machines, and chucks easily. Read 1D and 2D codes to validate parts, and send them to an external database. Set new workplanes in one click to save time in limited-reach or angled working areas. Automate the programming of part picking with Auto Pick. Provides robust part detection and the ability to sort by color. Use Grip Clear Check for uninterrupted production: only get reachable parts.	React quickly to production downtime. Get live data to improve your robotic cells. Back up your robot programs and never lose your work. Maintain versions of your robot programs and restore old ones easily. Support end users remotely from anywhere.
Assembly		**2F** for larger parts and encompassing grip. **Hand-E** if parts have small clearance, and/or for precise grip check.		**Force Copilot** to ensure precise and rapid part placements.		
Finishing	**Sanding Kit** Save hours programming sanding applications. **External Tool Finishing Kit** for part-to-process applications.	**Hand-E** for precisely handling parts to the process. **Hand-E** for dusty environments.		**Finishing Copilot** to program finishing trajectories in minutes on complex shapes while applying constant force. Includes an external TCP option to move the part, not the tool.		
Packaging/ Palletizing		**2F & Hand-E** for handling various parts to package.	**EPick** for non-porous materials. **AirPick** for porous materials.	**Force Copilot** to ensure precise placement of parts.		

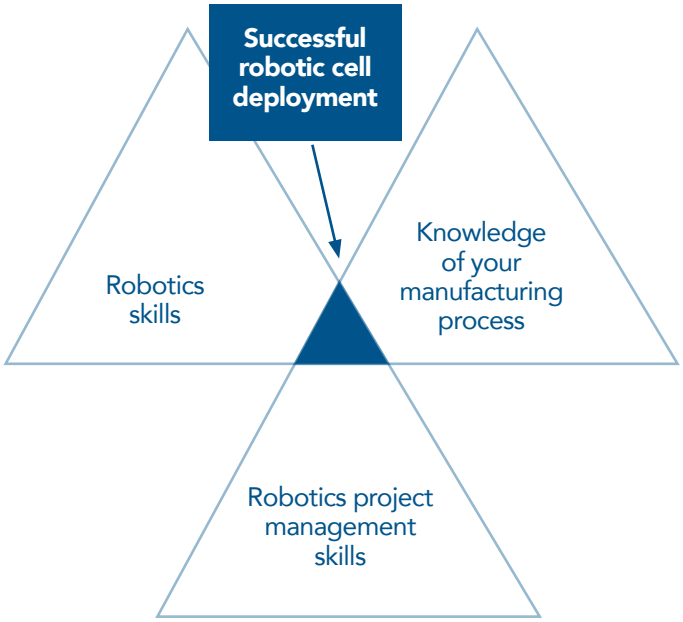
2 BUSINESS PRIORITY

Is the customer ready to buy?

QUESTION	GOOD ANSWERS		BAD ANSWERS
Why do you want to automate this process?	☐ Improve quality ☐ Resolve labor shortage ☐ Increase capacity	☐ Decrease costs ☐ Raise production flexibility ☐ Improve worker safety	☐ Robots are cool ☐ I don't know ☐ Corporate directive
When does the cobot need to be in production?	☐ Yesterday ☐ Within 6 months ☐ Within a year		☐ I don't know
What's your budget?	☐ Ballpark figure ☐ Fixed budget allocated ☐ Have an idea but need to validate design	☐ Need to evaluate next year's budget"	☐ I don't know ☐ Extremely low amount
Who will be involved in approving this project?	☐ Specific people named ☐ Process expert ☐ Plant manager	☐ Production manager ☐ Automation engineer	☐ I don't know ☐ There is no approval process ☐ We won't approve anything until the design is complete

3 CHALLENGE-SKILLS FIT

Can the product do the job?



Robotics project management skills

Project leader/Sponsor:

_____

Project manager:

_____

Knowledge of manufacturing process

Manufacturing manager:

_____

Process/quality expert:

_____

Robotics skills

Engineers and technicians:

_____

Design

- ☐ Manual process map
- ☐ Robot cell design
  - ☐ Layout
  - ☐ Mechanical
  - ☐ Electrical
- ☐ Robot cell safety assessment
- ☐ Fabrication

Integrate

- ☐ Installation
  - ☐ Mechanical
  - ☐ Electrical
  - ☐ Communication
- ☐ Robot programming
- ☐ Production line adjustment
- ☐ Documentation and training

Operate

- ☐ Optimization
- ☐ Troubleshooting and maintenance

GRIPPER DECISION GUIDELINES

WORLD'S BEST-SELLING GRIPPERS
FOR COLLABORATIVE ROBOTS

ADAPTIVE GRIPPERS

VACUUM GRIPPERS

	Hand-E	2F-85	2F-140	EPick	AirPick
Main feature	Sealed	High force, emcompassing	Large object, emcompassing	No air supply	Powerful
Part shape	3D	3D	3D	Non-porous surface	Porous Surface
Stroke	50 mm	85 mm	140 mm	-	-
Payload	3 to 5 kg	5 kg	2.5 kg	Up to 10 kg	Up to 10 kg
Ideal applications	Machine tending, insertion, assembly, pick & place			Pick & place, sheet folding, palletizing, packaging	
Which Gripper to choose between Adaptive or Vacuum?	Are the parts 3D, or relatively flat? Are the parts precisely located? Do you need a rigid grip on the part?				

KEEP MOMENTUM DURING THE PROCESS

1. LEAD

TARGET THE RIGHT CUSTOMERS

Automation engineers and manufacturing managers from these industries:

- Automotive components
- Industrial components
- Electronics and appliances
- Consumer goods
- Biomedical
- Academia

2. PRE-QUALIFICATION CALL

APPLY THE SALES TRIANGLE TEST

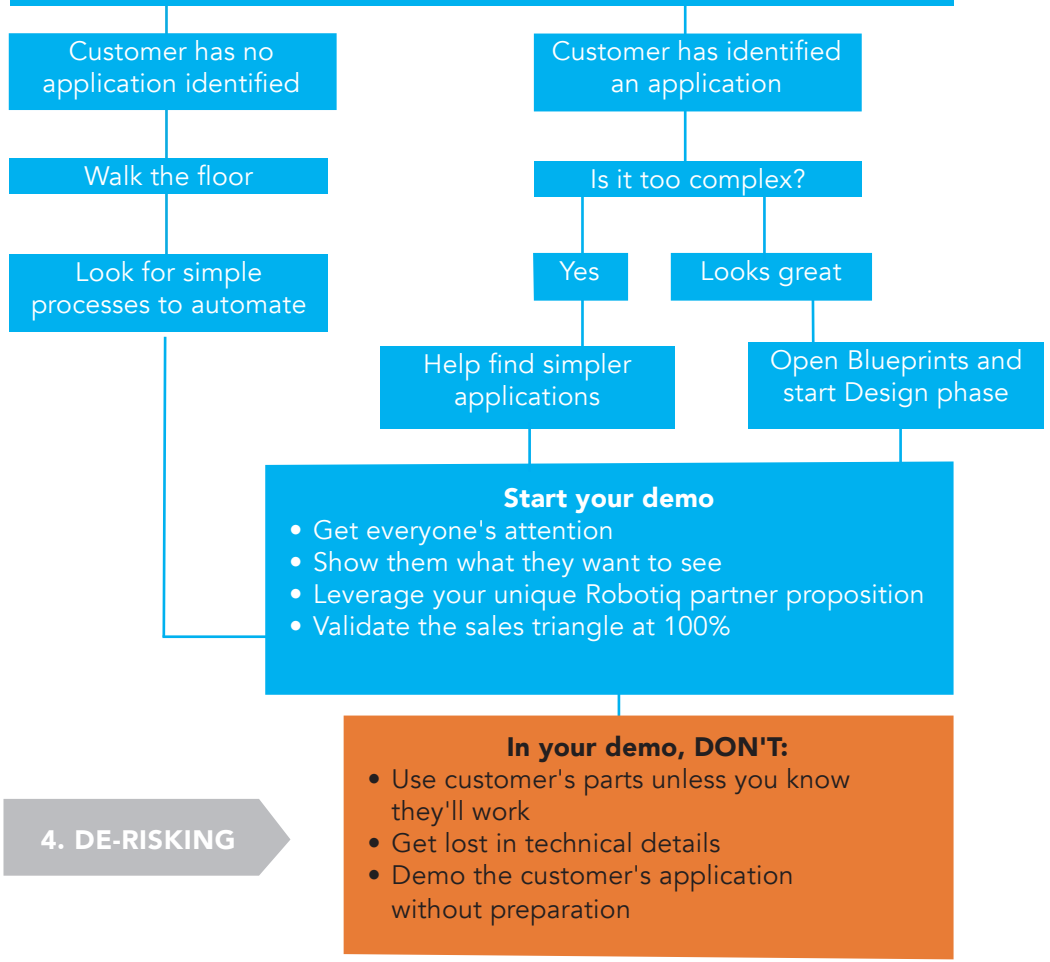
1. Business priority: Is the customer ready to buy?
2. Application-product fit: Can the product do the job?
3. Challenge-skills fit: Should the customer deploy on their owen or with an SI?

SCHEDULE A FACTORY VISIT WITH THE KEY PLAYERS:

- Automation engineer
- Manufacturing engineer
- Factory manager
- Any other decision maker

3. FACTORY VISIT

- Remember: the challenge is not the robot, it's the robotic cell!
- Ask to visit the factory floor and install your Robotiq-equipped robot before doing your demo.



4. DE-RISKING

USE THE DE-RISKING TEMPLATE ON LEANROBOTICS.ORG

- **GOAL:** Reassure the customer's stakeholders and eliminate technical risks. De-risking will push the customer to complete their robotic cell design and get ready to send the purchase order.

DEPLOY MORE COBOT CELLS FASTER WITH LEAN ROBOTICS

CONTENT

- Step-by-step guide
- Project management tools
- How to get started
- How to scale

LEAN ROBOTICS CHECKLIST FOR A SUCCESSFUL FIRST DEPLOYMENT

Start simple!
Things are always more complicated than they first appear.

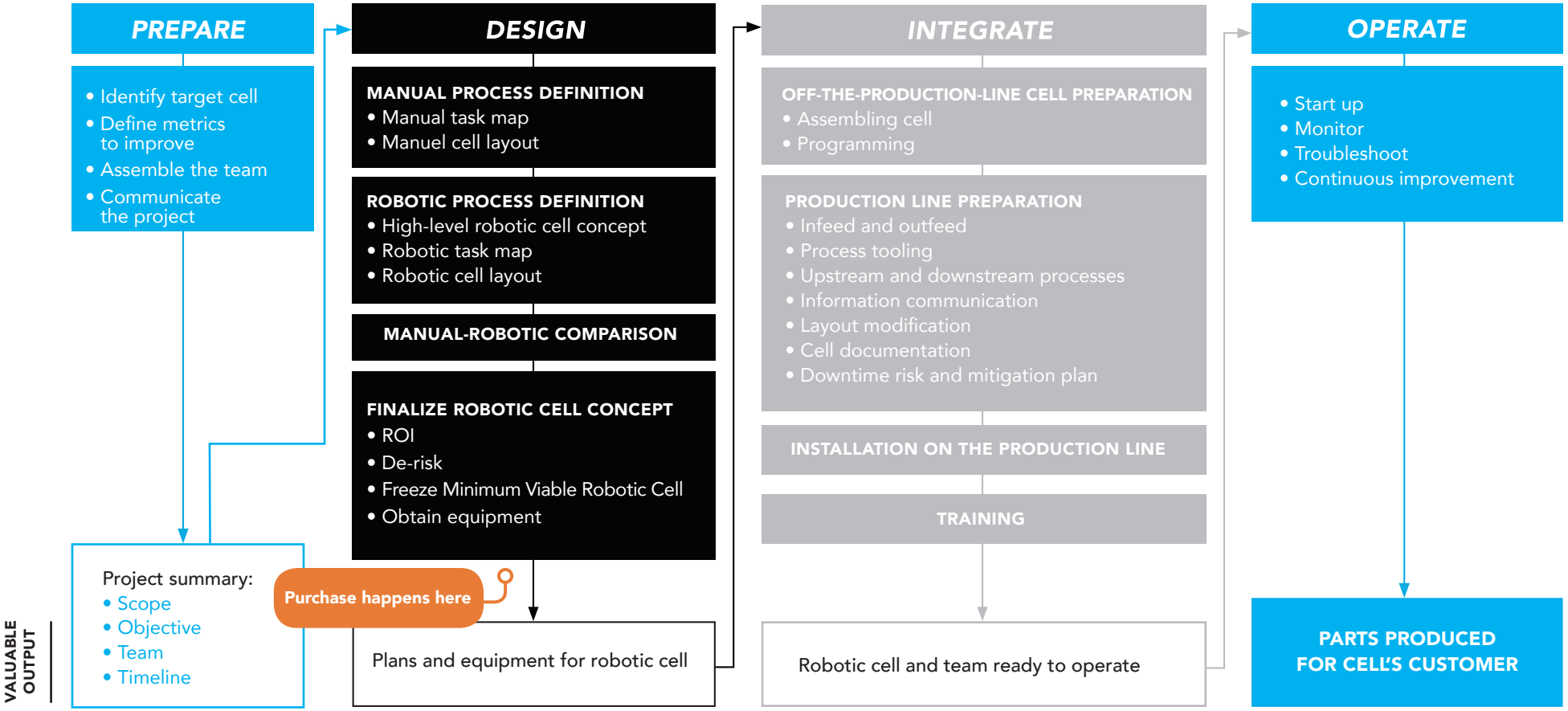
Keep it simple along the way!
An incomplete cell creates zero value.

Map the manual process first
before you jump into cell design, to avoid rework.

Use standard components
to minimize custom engineering and start production faster.

LEAN ROBOTICS

LEAN ROBOTICS CELL DEPLOYMENT PROCESS



START PRODUCTION FASTER

robotiq.com