FLUKE
Condition Monitoring and Alignment

Smarter Tools. Bigger Savings.

Boost reliability with an upgrade and save more when you trade in



Why Talk Trade-In?

Many customers continue using outdated alignment and condition monitoring tools that lack today's precision, efficiency, and connectivity. This is your opportunity to offer them an exclusive upgrade path — turning their old device into immediate savings on a new one.

Key Talking Points

Trade-In Value = Instant Discount

- Customers can exchange eligible older equipment for a special discount on a new product.
- Trade-in applies to Fluke Reliability legacy products and competitive brands (as determined by us).
- Savings vary — discuss customer-specific pricing with your account manager.

Upgrade to the Latest Technology

- Enhanced Accuracy & Speed: Newer tools reduce alignment/calibration time.
- Modern Connectivity: Cloud integration, reporting, and data sharing.
- Simplified User Experience: Intuitive interfaces, guided workflows.

Limited-Time Promotion

- Offer valid from September 1 till December 15, 2026.
- Encourage customers to act now before budgets reset or year-end shutdowns.

Upgrade Options

Alignment Systems: RotAlign Elite, RotAlign Core
Vibration & Condition Monitoring: Vibscanner 2, Vibscanner 3, Vibxpert 2, Vibxpert 3

Sales Tips

- Ask: "How old is your current device? Is it still meeting today's alignment precision demands?"
- Highlight how upgrading can reduce downtime, increase measurement reliability, and simplify workflows.
- Mention trade-in as a budget-friendly path to modernize without full-price investment.

Opportunities

Any referrals or opportunities should be added to the relevant campaign in Salesforce:

- 2026 EMEA Trade In

INTERNAL USE ONLY