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 at Service?

When customers send a device in for repair or calibration, it's often a sign they're holding on to older technology. This is the perfect moment to offer them an exclusive path to upgrade — turning their repair visit into instant savings on a brand-new device.

Key Talking Points

Trade-In = Instant Discount

- If an eligible older device comes in for service, let the customer know they can trade it in for a discount on the latest model.
- Applies to Fluke Reliability legacy products and competitive brands (per eligibility list).
- Discount levels vary — connect with your account manager for exact pricing.

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 to 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

How to Introduce It in Service Conversations

- "While we can repair this unit, we can also offer you a trade-in toward a brand-new model with faster alignment, more accurate results, and full connectivity."
- "You'd save time and gain new features — and you don't need to pay full price."
- "Your device is [X] years old — would you like to see how the latest model could improve your workflow?"

Opportunities

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

- 2026 EMEA Trade In

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