

Talking Points for Unfold Vishay



Application Page

Summary

The application page is designed to support you in conversations with customers about what differentiates Vishay's product offering, especially within key markets. It can serve as a lead-in to deeper discussion about the advantages and features of Vishay's products for customer-specific applications.

Sections to Highlight

Top of Page

At the top right of the application page, you'll see an icon key with the competitive advantages of your product line (e.g., Reliability, Level of Quality, etc.). This is further defined by the "Why?" statement at the top left, which summarizes the most important advantage.

For the Diodes and Rectifiers product line, industry-first packaging is the key differentiator, so we highlight that at the top left. This section gives you a great starting point in your conversation.



Gauge your customer's response and let that guide your next steps. Are they drawn to a particular advantage? Use that in your first example. Are they focused on a specific industry, such as AI or industrial automation and robotics? Or do they have a specific need, such as products for high power demands? If so, then you could start with the application that speaks to this. Alternatively, it might make sense to lead with Vishay's innovative packaging.

Featured Applications

The main section of the application page highlights the benefits of Vishay's products for specific industries, often accompanied by a sub-application. An icon from the top of the page, chosen to best represent that application, is placed alongside it for quick visual reference.

Innovative Automotive Solutions

Vishay offers one of the broadest lines of diodes and rectifiers for the automotive industry. Our Automotive Grade goes above and beyond AEC-Q101 to ensure these components meet the highest quality level for automotive applications.

AUTOMOTIVE GRADE

Double-Sided Cooling for EV / HEV Systems

The eSMP® series diodes also come in SMPD packages for efficient heat dissipation and double-sided cooling in high current applications.

- Wide variety of packaging options with space-saving footprints, optimal for downsizing
- Compact, low-profile eSMP® series features better thermal performance than conventional SMD packages
- Rectifiers have a planar structure and platinum-doped lifetime control for the best overall performance and reliability

SMPD Package

Refer to the descriptions and bullet points for details such as technical specifications or certifications (e.g., military grade, Vishay's Automotive Grade, etc.). Point out what shows Vishay's product quality and innovation such as special testing, proprietary material and design, or an industry-first designation.

Product Map Overview

Summary

The product map or product spread allows you to showcase the breadth and capabilities of your division's offering. Here we've gathered and organized key products and features for you to refer to during your meetings with customers. The product map offers you a structured reference during conversations and can help uncover customer needs and cross-selling opportunities.

Sections to Highlight

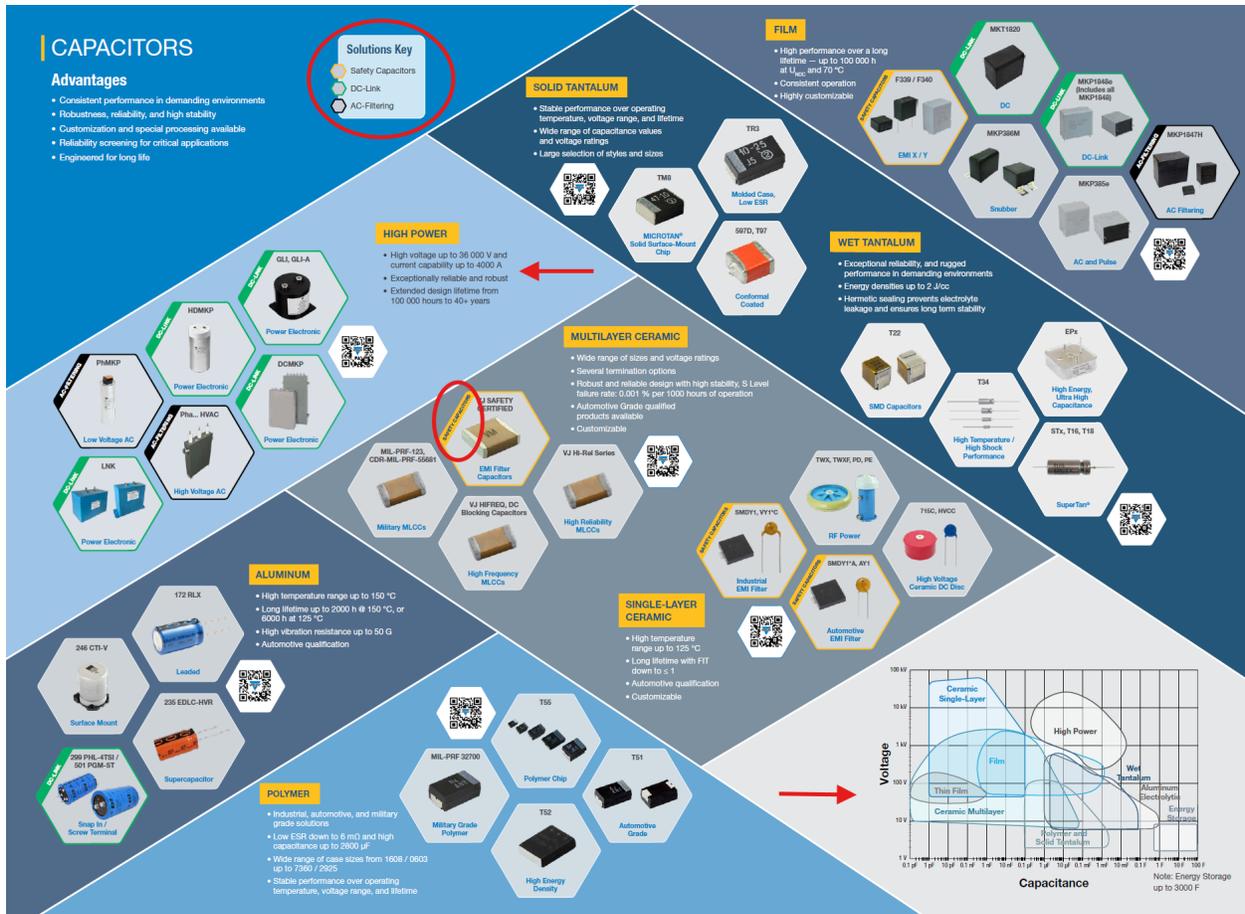
Top Left

In the top left corner of the product map, we list general advantages. These apply to each of the sections you see on the map. For example, Vishay capacitors are known for their consistent performance in demanding environments, robustness, reliability, and high stability.



Relevant Product Groups and Special Map Features

Let your conversation with your customer steer you to the most relevant product sections. For instance, in the capacitors example, if your discussion goes in the direction of safety capacitors, you can find those products outlined in yellow, with a Solutions Key at the top of the map.

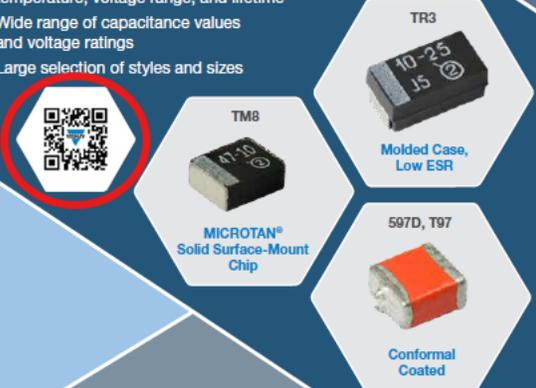


The capacitors product map also features a capacitance and voltage chart to help identify which products best suit the customer’s requirements. For instance, if they need products capable of handling high capacitance and high voltage, you can point out Vishay’s high power capacitors found toward the top left of the map.

If you’re speaking with an engineer, ask them what they’re currently designing for. Draw their attention to the product groups that may best fit their needs. For each one of these groups, you’ll see bullet points specific to that section to help inform your discussion. The map will also help you to see the differences between products and compare them more easily.

SOLID TANTALUM

- Stable performance over operating temperature, voltage range, and lifetime
- Wide range of capacitance values and voltage ratings
- Large selection of styles and sizes



at U_{NDC} at

- Consistent
- Highly cu

Scan the QR code in any section to learn more about that specific product offering — and check out the product group videos to hear more in-depth information about each section.

Think Customer First Questions to Consider Before and After Your Meeting

- What Vishay products is the customer currently using?
- Are there gaps?
- Are there cross-selling opportunities?
- What are the customer's priorities, initiatives, or program requirements right now?
- What could we offer them from our portfolio to meet a current need?
- Are they aware of Vishay's Custom Capability Solutions?

Let's maximize the potential of the Unfold Vishay sales tool! Use these sample videos and talking points to create a short walkthrough video that highlights your division's unique strengths.