

WHY Seasonic?



Trusted PSU specialist

Seasonic is a long-established brand focused specifically on power supplies.



Long-term peace of mind

Long warranties (12 years) on many models give customers confidence.



Built for modern PCs

Ranges support modern standards such as ATX 3.1, PCIe 5.1 and 12V-2×6



Quality without compromise

Strong efficiency ratings, reliable power delivery, comprehensive protections, quiet operation and modular cabling.



A PSU worth investing in

A quality PSU protects the customer's expensive components and can stay in the system through multiple upgrades.

NEED	RECOMMEND	PROOF	PHRASE
Budget + fixed cables	CORE BC / GC	Bronze or Gold, 5yr	"Modern standard, controlled cost."
Value + modular	CORE GX	Gold, modular, 7yr, 140mm	"The sensible all-rounder."
Premium mainstream	FOCUS GX	Gold, modular, 10yr, 140mm	"More confidence without flagship spend."
High-end / sustained load	PRIME TX / PX	Platinum/Titanium, 12yr	"Power is infrastructure at this level."
Small form factor	FOCUS SPX / SGX	ATX 2.4; verify connector	"Fit and connector check first."
Industrial / multi-GPU / 24x7	SPECIALIST REFERRAL	PRIME Enterprise / Industrial	"Let us design it properly."

Match the customer to the range

CUSTOMER	RECOMMENDATION LOGIC	RANGE	TALK TRACK
Basic office / low-power PC	Do not force a 650W Seasonic if the system does not need it. Keep trust and offer the right Target alternative.	OTHER / CORE BC only if justified	Do not call premium protection essential for every office PC.
Price-sensitive gaming or repeat SI build	Start CORE GC for fixed-cable value; move to CORE GX for modularity and cleaner assembly.	CORE GC -> CORE GX	"Where do you want to spend: cables, efficiency or warranty?"
Mainstream gaming PC	CORE GX is the value anchor; FOCUS GX is the premium step with 10-year warranty and hybrid fan control.	CORE GX -> FOCUS GX	"Same modern standard; choose your warranty and refinement level."
Premium gaming / white showcase build	Use FOCUS GX black or white. Move to PRIME only when load, efficiency or flagship positioning supports it.	FOCUS GX -> PRIME	"Premium without unnecessary wattage."
Creator / CAD / rendering workstation	FOCUS GX-1000 for strong single-GPU systems; PRIME for sustained high load or more demanding configurations.	FOCUS GX-1000 -> PRIME	"Size for sustained workload, not just gaming peaks."
AI / multi-GPU / 24x7 professional	Escalate to PRIME TX/PX or a Seasonic PRIME ENTERPRISE / industrial discussion. Capture full configuration.	PRIME / SPECIALIST REFERRAL	"We need to design the power platform, not guess it."
Small-form-factor build	FOCUS SPX/SGX fit specialist cases, but they are ATX 2.4 generation; verify native GPU connector requirements.	FOCUS SPX / SGX	"Case fit first, connector fit second, wattage third."

Competitive battle card

CUSTOMER SAYS	BEST RESPONSE	GUARDRAIL
"be quiet! is quieter."	Acknowledge its acoustic strength. Compare exact models. FOCUS GX brings a compact 140mm depth, hybrid fan control, ATX 3.1 / PCIe 5.1 and 10-year warranty.	Do not claim Seasonic is quieter without a test result.
"ASRock / Gigabyte is cheaper."	Specs can be close on current Gold models. Use CORE GX for value, or FOCUS GX for the specialist-PSU story and 10-year tier.	Do not claim they always have shorter warranties; some current models carry 10 years.
"Antec is good enough."	Ask for the exact Antec model. Target stocks Bronze, Gold and Platinum Antec units with different cabling and warranty positions.	Do not compare brand-to-brand; compare SKU-to-SKU.
"I only buy Corsair RM / RMx."	Generation matters. Compare ATX revision, native connector, chassis depth and warranty. Current FOCUS GX is 140mm, ATX 3.1 / PCIe 5.1 and 10 years.	Do not use a generic "Corsair RM" comparison - specifications vary by generation.
"Just give me the cheapest 850W."	Qualify whether fixed cables, modularity, Gold efficiency and warranty have value. CORE BC/GC/GX gives a controlled step-up path.	Do not oversell. Recommend another Target brand when Seasonic is not the right fit.

THE WINNING QUESTION: "Which exact model are we comparing, and what matters most to this build: cost, cable management, acoustics, efficiency, warranty or headroom?"

Objection handling

"Why is it more expensive?"

"Because you are choosing more than wattage: efficiency, cable design, platform, acoustic control and warranty. Let us compare the exact models."

GUARDRAIL: Compare exact features; do not say "better components" without evidence.

"Is more wattage always better?"

"No. Correct sizing plus headroom is better than overspending. We will use the calculator and choose the right tier."

GUARDRAIL: Do not default every gaming build to 1000W.

"Why Gold / Platinum / Titanium?"

"Higher efficiency generally means less energy wasted as heat. The value grows with load and operating hours."

GUARDRAIL: Do not promise a specific bill saving without a usage calculation.

"Is ATX 3.1 just marketing?"

"It defines how the PSU handles modern power excursions and current GPU connectivity. It matters most on new high-performance builds."

GUARDRAIL: Avoid calling older PSUs unsafe.

"Is PRIME overkill?"

"Often, yes. PRIME earns its place for flagship efficiency, sustained high loads, specialist workstations and halo builds. FOCUS is the better mainstream answer."

GUARDRAIL: Honest down-selling builds trust.

"How does warranty work?"

"Check the exact model and proof of purchase, then follow the live Target/Seasonic warranty process."

GUARDRAIL: Do not promise a route or turnaround without checking the live policy.