ZEBRA

scansource

Generate New Value
From Your Customer Install Base

DID YOU KNOW?

It costs **5X** as much to attract a new customer than to sell to an existing customer?

Existing customers are **50%** more likely to try new products from you than new customers?

That ScanSource and Zebra can help you capitalize on this **"Year of Refresh"** for revenue growth?

There is always a gap between companies like Zebra producing new products with new features faster than your customers wish to transition to them, therefore we must find compelling reasons for them to act and help them overcome objections. The best approach is proactivity. Know what objections your customer might raise, probe for more information to identify the most valuable benefits of upgrading to the new product.

Here are our tips for the top 3 objections:

1	**"I DON'T HAVE ANY BUDGET."**	This almost always comes down to price, but first—look for unique values you can highlight that will benefit their business (i.e. backward compatibility to current product accessories, increased productivity or management benefits). You can always look to leverage Zebra promotions or seek finance solutions from ScanSource to overcome this obstacle.
2	**"I'M HAPPY WITH MY CURRENT SETUP."**	This is all about fear of change or just plain comfort. You'll hear "my current product works fine!" Well, working fine now is only good enough, until it isn't. The last thing your customer needs is a technology issue that holds up customer satisfaction or a critical operation. Arm yourself with a case study or highlight specific benefits that will help overcome their fears (i.e. aim line in new 2D scanner makes change easy, or Link OS for printer management to monitor printer performance, Operating System support etc).
3	**"WE'RE TOO BUSY RIGHT NOW OR IT IS ON A SPECIAL PROJECT."**	This one is the easiest for your customer to throw out. "Check back with us in July" – this keeps you at bay and stops the "sales pitch" in its tracks. You've got to overcome the obstacle by easing pain of deployment—i.e. simple to roll-out without business disruption AND create urgency—a special promotion or act now one-time offer (free supplies or training, etc).

THE TOP ZEBRA REFRESH OPPORTUNITIES IN 2017

1D TO 2D IMAGING MIGRATION

OLD TECHNOLOGY	NEW TECHNOLOGY	FEATURES
LS2208, LI2208, LS1203, LI4278, LI4208	**DS2200**	DS2200 adds all the 2D benefits at affordable price
		OOB performance and management tools
		Simple "aim-line" for transition
DS67X8, DS68X8, LS4208, LI4278, DS42X8	**DS8100**	Scans barcodes 34% faster than competition
		Support for Digimarc (barcode of the future)
		Remote management tools

MOBILE OS TRANSITION

OLD TECHNOLOGY	NEW TECHNOLOGY	FEATURES
MC40, MC55	**TC51**	Android Marshmallow plus 2 OS upgrades (N + O) brings new features—permissions, power management and security
		Active-Edge touch Zone for custom, programmable keys
		Trigger-handle accessory expands use-cases
TC55, MC55	**TC56**	Android Marshmallow plus 2 OS upgrades (N + O) brings new features—permissions, power management and security
		Active-Edge touch Zone for custom, programmable keys
		Bottom Pin for vehicle communications
MC67 Win Mobile IoT MD65, MC70	**TC70X** **WINDOWS 10**	WIN 10 IoT provides for a seamless user migration to newer windows platform for legacy WM embedded customers
		Robust rugged form factor allows for multi-use cases from industrial to field—all running in a familiar WIN10 UI
		Windows 10 makes it easy to develop apps for the Universal Windows Platform (UWP) with just one API
MC9000, MC9100 ****End-user Trade-in!!**	**TC8000**	All-touch User Interface speeds typing and reduces errors
		Eliminates tilt/verify motion, increasing productivity
		Zebra Migration Services available for porting applications

ENHANCED PERFORMANCE/CAPABILITIES

OLD TECHNOLOGY	NEW TECHNOLOGY	FEATURES
R110Xi4	**ZT610R**	LinkOS provides unparalleled printer visibility, remote management, and ease of use
105SLPlu	**ZT510**	User-friendly design for simplified maintenance & troubleshooting (i.e. ribbon paths, Android touch-screen, etc.)
ZM400/600 ****End-user Trade-in!!**	**ZT410/ 420**	New communications capabilities with the latest in Bluetooth and WLAN connectivity
LP2824Plus ****End-user Trade-in!!**	**ZD410**	Link-OS provides unparalleled printer visibility, remote management, and ease of use
		Smallest printer with multiple wireless connectivity options!
		Field upgradable to meet changing needs (cutter/peeler, serial or Ethernet comms, etc)
RW42 ****End-user Trade-in!!**	**ZQ500**	Link-OS provides unparalleled printer visibility, remote management, and ease of use
		Bluetooth device agnostic enables connectivity to any mobile computer or tablet
		Rugged and durable with use-case accessory eco-system
QL Plus 220/320/420 ****End-user Trade-in!!**	**QLN 220/ 320/ 420/**	Link Link-OS provides unparalleled printer visibility, remote management and ease of use
		Precision Battery Technology to provide for ease of battery management
		Bluetooth device agnostic enables connectivity to any mobile computer or tablet

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