

Script: Intermec 071910 SmartStart West LG

1. REP NOTE - IMPORTANT: There are several offers to be aware of. They are as follows:

-- 1 – Trade in – valid between July 19th 2010 and December 31st 2010 ONLY

Offer:

Talk to an Intermec Representative about how you can:

-- Save up to \$300 when purchase new Printer, Media, Service

Nurture offer:

Send you the coupon and info about relevant printer

-- Coupon + Product Profile

--

-- 2 – Smart Printing – to address application-specific pains/ challenges

a) Food & Beverage - manufacturers, distributors, wholesalers

b) Healthcare – all kinds – pharmaceuticals, hospitals, home healthcare services:

(need to identify which are relevant and which are not)

c) Manufacturing – all industries

d) Warehousing – all industries

Offer:

Talk to an Intermec Representative about how Smart Printing can help you

-- Save costs/ Reduce TCO, Increase Productivity, Reduce Errors, etc.

Nurture offers:

Send you more information and follow up later

-- White Paper

-- Webinar: How Smart Printing Improves Profitability

-- Case Studies

-----  
REP NOTE: BEGIN PROSPECT CONVERSATION HERE:

Hello, this is (YOUR NAME) with Intermec calling. The reason for my call was to let you know We have just rolled out several special offers by which you can upgrade your printing systems. Are you responsible for any of the following?

- bar code printer hardware purchases? (fixed/stationery or mobile)

Alternates:

- increasing the efficiency/ accuracy/ cost-effectiveness of your operations?

- labeling compliance?

- Quality?

- ensuring integration of your company's data collection/ data capture equipment with your existing technology infrastructure?

Are you [KEY]Looking to expand capacity or upgrade printer technology in the coming months[\*KEY] or with no cost or obligation open to learning more about what's possible?

REP NOTE: IF THEY ANSWER NO TO THIS QUESTION INQUIRES AS TO WHETHER OTHER DEPARTMENTS MIGHT USE THIS TECHNOLOGY AND WHO YOU COULD CONTACT IN THAT DEPARTMENT TO GET MORE INFO.

REP NOTE: IF YOU HAVE THE RIGHT CONTACT GO TO Q2 AND START - Digging for pains: General – as a way into Smart Printing specifics

\* If Continue: (Capture Expand [yes, no, didnt know - wont answer], Expand other): Go to 2

2. Are you [KEY]Facing any of the following challenges in your barcode printing operations?[\*KEY]

--REP NOTE: Digging for pains: General – as a way into Smart Printing specifics

- Improving speed/accuracy of barcode label printing
- Compliance with mandates
- Improving efficiency of warehouse operations
- Business expansion / new projects

- Integrating new printers solutions into new or existing systems (i.e. RFID, New ERP or WMS, Wireless)
- Reducing the total cost of your solution
- Other
- No

\* If Continue: (Capture Challenges [Improving speed/accuracy of barcode label printing, Compliance with mandates, Improving efficiency of warehouse operations, Business expansion/new projects, Integrating new printing solutions into new or existing systems, Reducing the total cost of your solution, No, Didn't know - won't answer], Challenges other): Go to 3

3. [KEY]Do you experience (or are you concerned about) any of the following issues?[\*KEY]

--REP NOTE: Digging for pains: Detailed – By APP, aligned with Smart Printing benefits

\* If Continue: (Capture Concerns [Putting the wrong label on a container, Mixing different part numbers in a container, Putting the wrong quantity in a container], Concerns other): Go to 4

4. [KEY]Do you need to label individual parts as they are manufactured?[\*KEY]

\* If Continue: (Capture Label [yes, no, didn't know - won't answer], Label other): Go to 5

5. Are you [KEY]Currently under or have you recently been subjected to any kind of shipping containment status (or fines) due to mislabeling?[\*KEY]

\* If Continue: (Capture Mislabel [yes, no, didn't know - won't answer], Mislabel other): Go to 6

6. Do you [KEY]Have a PC at a work station just to print or reprint labels?[\*KEY]

\* If Continue: (Capture Workstation [yes, no, didn't know - won't answer], Workstation other): Go to 7

7. Is your [KEY]Work environment space constrained?[\*KEY]

\* If Continue: (Capture Environment [yes, no, didn't know - won't answer], Environment other): Go to 8

8. Does your [KEY]Business require a lot of temporary workers, or is high turnover a concern?[\*KEY]

\* If Continue: (Capture Temp or Turnover [yes, no, didnt know - wont answer], Temp or Turnover other): Go to 9

9. Are there [KEY]Specific compliance issues around time-stamping your labels?[\*KEY]

\* If Continue: (Capture Compliance [yes, no, didnt know - wont answer], Compliance other): Go to 10

10. Is [KEY]Reducing the total cost of your printing solution a concern?[\*KEY]

\* If Continue: (Capture Cost [yes, no, didnt know - wont answer], Cost other): Go to 10a

10a. Is [KEY]Any particular products that you have an interest in reviewing these days?[\*KEY]

\* If Continue: (Capture Equipment reviewing [Barcode printers, Barcode media, Barcode scanners, Mobile Label Printers, Folk Lift Terminals, Handheld Computers, Pen Based Computers, RFID Solutions, WAN, Wireless LAN, Scan Engines, Applications Software, UnKnown-NA], Equipment reviewing other): Go to 10b

10b. [KEY]Do you use a specific brand of Barcode or Label Printer you use?[\*KEY]

\* If Continue: (Capture Barcode Equipment [DataMax, Tec, Sato, Printronix, Intermec, UnKnown-NA], Barcode Equipment other): Go to 10c

10c. Is [KEY]Do you have any specific brand(s) of mobile computers installed?[\*KEY]

\* If Continue: (Capture Mobile Computers [Intermec, Symbol, Teklogix, LXE Metrologic, Data Logic, UnKnown-NA], Mobile Computers other): Go to 11

11. Would it be possible for one of our [KEY]Reps to get in touch with you?[\*KEY] to provide more information about what Intermec has to offer.

\* If Continue: (Capture Intermec rep [yes, no, didnt know - wont answer], Intermec rep other): Go to 12

12. [KE]When would be a good day and time for that?[\*KEY]

\* If Continue: (Capture appt\_Date, appt\_Time): Go to 99

99. Thanks, have a nice day.

# End Call