

IPSP Mid-West Lead Gen Program
Telemarketing Call Guide
Updated – 11/16/09

Target Audience Priority

1. Manufacturing Applications – all industries
2. Warehousing Applications – all industries
3. Food & Beverage Industry - manufacturers, distributors, wholesalers
4. Healthcare Industry –
All other

Titles Priority

1. Quality or Compliance
2. Operations
3. IT
- All other

Support Files

Keep these docs/files handy

- Guide to Smart Printing – document can be emailed to prospects & as reference
- 09 Printer Trade In – document can be emailed to prospects
- Printer Selection Guide – can be emailed to prospects
- Training PowerPoint – Reference use ONLY

Telemarketing team call guide – Focus areas

#1 Smart Printing – to address application-specific pains/ challenges

Talk to an Intermec Representative about how Smart Printing can help you Save costs/ Reduce TCO, Increase Productivity, Reduce Errors, etc.

#2 Trade in – valid until Dec 31, 2009 ONLY

Talk to an Intermec Representative about how you can SAVE up to \$625 when purchase new Printer, Media, Service. We can send you the coupon and info about relevant printer

Discuss the Intermec Smart Printing solution

- Detailed definition of what is Smart Printing
- Detailed definition of how Smart Printing works
- Differences between Smart Printing and traditional printing solutions
- Smart Printer value propositions for end-user customer

Be prepared to discuss

- Using a PC at the workstation to print labels
- Performance features of Smart Printing solutions
- Value proposition for using Smart Printing solutions
- Case studies and examples for customers

Key Discussion Points for each industry

Manufacturing or warehousing

- Putting the wrong label on a container
- Mixing different part numbers (e.g. left-hand and right-hand, different colors, etc.) in a container
- Putting the wrong quantity of parts in a container
- The need to label individual parts as they are manufactured
- Compliance requirements for time-stamping products

Food and Beverage

- Recall due to incorrect ingredient labeling
- Cross contamination
- FDA compliance mandates
- Containing the scope of a recall
- Isolating potentially contaminated products before they ship

Please refer to Intermec training presentation for key messaging and discussion guide with the prospects.

Benefits to end-users

- Extremely quick ROI and low TCO
- Simplified printing infrastructure
- Remote printer management capabilities
- Ability to integrate with and control other devices
 - Scales
 - Counters
 - Keyboards
 - Scanners
 - Other printers
 - More!

Small space requirements since no computer is required

Value Proposition

Eliminate need for PCs	Lower TCO ; smaller initial investment; smaller ongoing costs; simpler infrastructure; more reliable solution; smaller space requirements
Low cost compared to traditional solutions	Extremely fast ROI ; easier to get funding to implement
“Error-proof” labeling	Eliminates rework and risk of mistake penalties
Move label printing task to point of application	fewer wasted labels; higher productivity
Simple, intuitive applications running on printer	Reduced support costs ; simpler & less expensive to train users
Simpler overall solution	Simpler solutions are more robust

Case Studies

<p>Webasto</p> <p>Order Accuracy</p>	<p>Problem: threat of significant customer fines for incorrect parts shipments. Incorrectly labeled or staged shipments can shut down an assembly line.</p> <p>Intermec Solution: PM4i printer with Fingerprint communicates with PLC (Programmable Logic Controller). Automated approval test “ok” results in a barcode label being printed and placed on a finished sunroof. Contains positional data to ensure the label is correctly staged in the shipping container.</p> <p>Customer Benefits: Zero errors since implementation; \$12k / month labor + \$4k / month penalty savings = \$16k total savings.</p>
<p>RH Foster</p> <p>Convenience store sandwich labeling</p>	<p>Problem: existing label system prone to waste, mistakes, inaccuracies.</p> <p>Intermec Solution: Printer running Fingerprint application receives new sandwich info from corporate each night; workers print labels on demand at point of application.</p> <p>Customer Benefits: Save space; eliminate wasted labels; sandwich ingredients & price always up-to-date.</p>
<p>Hi-tech Manufacturing</p> <p>Demo next slide</p> <p>Shipping</p>	<p>Problem: persistent shipping errors led biggest customer to levy fines totaling \$5-6,000/month over past year.</p> <p>Intermec Solution: SmartPack™ software on PM4i forces “earn-a-label” accuracy.</p> <p>Customer Benefits: Six-week ROI; reduction of errors to near zero; estimate \$65K savings.</p>
<p>Mobile</p> <p>In-field grading</p>	<p>Problem: Need to rapidly switch label formats to correctly grade produce in a WiFi-deficient environment.</p> <p>Intermec Solution: Mobile Smart Printer running an A-B-C label application that switches formats at the touch of a button.</p> <p>Customer Benefits: Low cost, simple to implement, go-anywhere solution.</p>