



# IPSP Mid-West Lead Generation Program

[http://PartnerConcierge.com/ipsp\\_mw/resources.php](http://PartnerConcierge.com/ipsp_mw/resources.php)

# Program Overview

## Program Goal

Generate opportunities for Intermecc Printers (and Media) through leveraging Intermecc “Smart Printing” differentiator. Until Dec 31<sup>st</sup>, prospects can also take advantage of the Printer Trade-in Rebate.

Distribute all leads to targeted Intermecc Partners participating in the program

# Program Overview continued

## Industries / Applications

- Manufacturing Applications – all industries
- Warehousing Applications – all industries
- Food & Beverage Industry - manufacturers, distributors, wholesalers
- Healthcare Industry - all kinds – pharmaceuticals, hospitals, home healthcare services

# Program Overview continued

## Target Audience

- Quality or Compliance Manager
- Operations
- IT

## Geography

- Indiana, Illinois, Wisconsin, Minnesota

# Program Overview continued

## Participating Partners

Miles Data Technologies

Heartland Computers

Imprint Enterprises

## Intermec Printer/Media Account Executive

Mike Huzar

# Program Overview continued

## Tactics

- Prospect database – 24,000 contact names
- Outbound telemarketing – November through January
- Email blasts, follow-up TM – December, January
- Lead distribution to sales organization

## Telemarketing Focus Areas

- Intermec Smart Printing Solution
- Intermec Printer Trade-in Program offer (expires 12/31/09)

# Smart Printing Solution Approach

- Target Compliance, Quality contacts first
- Position IN Smart Printing Differentiators
  - Extremely quick ROI and low TCO
  - Simplified printing infrastructure
  - Remote printer management capabilities
  - Ability to integrate with and control other devices
- Probe for application/ industry-specific pains

# Smart Printing End User Value Proposition

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



# Probe for Application-Specific Pains

## *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

# Smart Printing Application-Specific Solutions

- **Warehouse / Manufacturing**
  - Automotive – parts labeling <sup>CS</sup>
  - Automotive – container shipping <sup>CS</sup>
  - Manufacturing – product labels <sup>CS</sup>
  - Aluminum smelting – ingot labeling/tracking
  - Manufacturing automation – PLC replacement
- **Transportation & Logistics**
  - Parcel delivery – parcel tracking <sup>CS</sup>
  - Parcel delivery – package re-labeling
  - Water delivery – dispenser tracking
  - Mail delivery – sort-system tracking
  - Shipping room – shipment verification
- **Retail**
  - Convenience stores – sandwich labeling
- **Consumer Goods**
  - Agribusiness – food product packaging <sup>CS</sup>
  - Grocery – distribution center 100% uptime

- **Healthcare**
  - Device manufacturing – component labeling <sup>CS</sup>
  - Pharmacy – IV infusion pump Rx assurance
  - Prescriptions – online prescription fulfillment <sup>CS</sup>
  - Hospitals – microbiology lab labels



<sup>CS</sup> - Case study available at [www.intermec.com](http://www.intermec.com)



# Program Resources Available on IPC Portal

	Application	Industry	Highlights
<b>White Paper</b> <a href="#">A Guide to Smart Printing</a>	All	Multiple	Overview
<b>Case Studies</b>			
<a href="#">NZ Kiwifruit</a>	Packaging (Manufacturing)	Food	Compliance Labeling, Worker Productivity, Simplicity, Reliability, Speed
<a href="#">Medtronic</a>	Manufacturing	Healthcare	Accuracy, Worker Productivity, Reduced IT complexity
<a href="#">Webasto</a>	Manufacturing	Automotive	Accuracy/ Error-Proofing, Cost Savings, Serialized Labeling
<a href="#">ThyssenKruppBudd</a>	Manufacturing	Automotive	Accuracy/ Error-proofing, Serialized labeling
<a href="#">Denco Data</a>	Packaging (Prescription Labeling)	Healthcare	Accuracy, Worker Productivity, Cost Reduction
<a href="#">Longaberger</a>	Packaging (Product Labeling)	Consumer Goods	Worker Productivity, Cost Reduction
<b>Webinar</b> How Smart Printing Powers Profitability (on-demand coming soon)	All	Multiple	Overview
<b>Brochure</b> <a href="#">Industrial Printer Selection Guide</a>	Industrial	Multiple	Brief overview all printers, selection criteria
<b>Product Profiles</b> <a href="#">PM4i</a> <a href="#">PX4i</a> Etc.	Mid-Range Hi Performance	Multiple	Product overview, photo, specifications
<a href="#">Printer Trade-In Coupon</a>	All	Multiple	Qualifying Purchases, Rebate Levels

# Lead Definitions

## A Lead

Established Budget, Authority, Needs and Timeline with interest to meet or receive a call from a sales associate.

## B Lead

Company is interested in more information about products and would like a sales associate to contact them.

## C Lead

Company is interested in products/solutions and possible demo but cannot meet with sales associate at this time.

# Lead Definitions

## Inquiry

Company would like more information about Intermecc product and solutions; however, they are not interested in meeting a sales associate at this time.

## Lead Distribution

All leads will be reviewed and distributed by Mike Huzar

# Lead Distribution

## A and B Leads

Leads qualified daily

Lead sheets distributed to sales at the end of each day

Leads distributed to partners each day

## C Leads and Inquiries

*Will be reviewed for possible distribution and further prospect nurturing activities*

# Lead Distribution, Tracking and Reporting

## Lead Distribution

Mike Huzar

Intermec CBM

(312) 733-0233

## Lead Status Tracking and Reporting

Walter Mikaelian

Intermec Partner Concierge

(480) 350-7999



# Sample Lead

Prospect Contact Information

TTS Sales Lead		TTS Sales Lead		TTS Sales Lead	
Project: Intermec 111609 Smart Printer Partner Program					
Contact Information					
Contact Name:	[REDACTED]	Company Name:	[REDACTED]		
Title:	OPERATIONS MANAGER	Phone:	[REDACTED]		
Address:	60 [REDACTED] H	Email:	mia [REDACTED]@ [REDACTED].com		
City, State Zip:	Willow Springs, IL 61849	Call Result:	B Lead		
<a href="#">Show all list data(On/Off)</a>					

Agent Notes

**Agent Notes**  
 11/18/2009 (David OSullivan) Mike Lawitts is the Operations Manager for FL Viscosity Oil. He said that they do not use barcoding at the headquarters where he is, and they do not have a company-wide mandate regarding use of technology. He is familiar with Intermec having used it with other companies he has worked for. I introduced him to the idea of smart printing, emphasizing the ideas of fewer moving parts and ruggedization. He was very interested in the concept and how it would play with SAP. He wanted some literature and he was open to a follow up call after the Thanksgiving Holiday. I think he is the conduit to hopefully setting up a presentation with all of the decision makers at the individual plants.

Lead Code

Call Result Information				
TTS Agent	Call Result	Call Date	Call Time	Call Duration
David OSullivan	B Lead	2009-11-18	08:29	04:49

Additional Notes  
 Captured During Call  
 Not all data maybe available

Script Answers		
Q#	Question Text	Answer
1	Looking to expand capacity or upgrade printer technology in the coming months:	expand:Not Captured expand_other:Not Captured
2	Facing any of the following challenges in your barcode printing operations:	challenges:Not Captured challenges_other:Not Captured
3	Do you experience (or are you concerned about) any of the following issues:	concerns:Not Captured concerns_other:Not Captured
4	Do you need to label individual parts as they are manufactured:	label:Not Captured label_other:Not Captured
5	Currently under or have you recently been subjected to any kind of shipping containment status (or fines) due to mislabeling:	mislabel:Not Captured mislabel_other:Not Captured
6	Have a PC at a work station just to print or reprint labels:	workstation:Not Captured workstation_other:Not Captured
7	Work environment space constrained:	environment:Not Captured environment_other:Not Captured
8	Business require a lot of temporary workers, or is high turnover a concern:	temp_or_turnover:Not Captured temp_or_turnover_other:Not Captured





# Execution Timeline

Telemarketing	11/17/09 - ~01/25/10
Thanksgiving Break	11/26/09 - 12/1/09
Christmas Break	12/18/09 – 1/11/10
Email Blasts	~11/30/09 week ~1/13/10 week
Program Review	Weekly
Lead Delivery, Review	Daily, Ongoing

# Program Management

## Intermec Partner Concierge (IPC)

Walter Mikaelian

(480) 350-7999

[Walter@PartnerConcierge.com](mailto:Walter@PartnerConcierge.com)

## Intermec

Cathy Anderson

(425) 356-1888

[Cathy.Anderson@Intermec.com](mailto:Cathy.Anderson@Intermec.com)



# Support and downloads

[http://PartnerConcierge.com/ipsp\\_mw/resources.php](http://PartnerConcierge.com/ipsp_mw/resources.php)