How to Sell Intermec Industrial Printers

INTERMEC INDUSTRIAL PRINTER VALUE PROPOSITION

Ready – Fastest to deploy. Seamlessly fits any environment
- Advanced User Interface capabilities
- Faster deployment in typical environments
- Industry's only WiFi & CCX certified printers for hightest enterprise security

Reliable – Maximize uptime. Built from 40 years of printing innovations
- Built to deliver in 24x7 mission critical applications
- Rugged, metal-throughout construction
- Industry leading device health monitoring

Perform – Increase productivity and process efficiencies
- Flexible and programmable for quick ROI
- Some of the fastest print speeds and throughputs in the industry
- Most advanced connectivity in the market

DEPLOYMENT ENVIRONMENTS
- Distribution Center
- Manufacturing
- T&L
- Healthcare
- Retail

TARGET AUDIENCES
- Operations Manager
- IT Manager

Choosing the Right Industrial Printer

CATEGORY	HIGH PERFORMANCE	MID-RANGE	COMMERCIAL
Product	PX4i/PX6i	PM43/PM43c/PM23c	PD41/PD42
Target Segment	Built for mission critical applications and 24x7 operation	Rugged, 3rd generation platform designed to excel in mainstream applications	For lower duty industrial and commercial applications
Application volume	5,000-10,000+ labels/day	2,000-7,000 labels/day	1,000-4,000 labels/day

Addressing Industrial Printing Audience Needs

AUDIENCE NEEDS	QUESTIONS	PRODUCT FEATURES – Printers include:
Stable and uninterrupted operations	• What is the size and type of your operation (business, warehouse, industrial or non-industrial, shipping volume, manufacturing volume etc...)? • Is your printing solution unreliable, inconsistent and/or difficult to maintain at times?	• Strong Metal construction • Consistent print quality & reliability you can count on • Enhanced Self Strip for challenging media types • A tamper-proof color touch-screen in 10 languages or a universal icon interface maximizes uptime (PM Series). • Precision Print for consistent bar code printing with pin point accuracy (PM Series)
Tools that integrate easily with existing systems and reduce time to deploy and maintain	• What is your printer command language? • What is your IT infrastructure (ERP, WMS system, LAN, Wireless)? • How do you connect (or plan to connect) printers to the network? Will that change over time? Are you concerned about network security?	• All in One Printer Command Languages = Integration into typical environments • USB Host/Boot enables file download from USB Thumb Drives & easy connection to Scanners & Keyboards • Advanced Connectivity & highest level of CCX & WiFi security • 'No-Touch' configuration via an embedded RFID chip. This patented capability enables configuration without opening up the printer box or powering it on. Reduces deployment time by as much as 20 minutes per printer (PM Series)

AUDIENCE NEEDS	QUESTIONS	PRODUCT FEATURES – Printers include:
Ability to monitor and report the printer functionality and media consumption for improved cost control	• Do you desire a greater control of printer & media usage across your organization?	• Integrated device management and diagnostic capabilities, provided through Intermec SmartSystems™ and Wavelink Avalanche™ delivers a powerful ROI • Multilingual Web page loaded on every printer ensures easy device monitoring from computers, smart phones and tablets (PM Series)
Solutions that grow and adjust as business conditions change	• Is your labeling operation inefficient? Do you experience labeling errors? • Would you be interested in reducing errors or labeling complexity? • Are you planning operational expansion (local-global, maintain existing size) and/or infrastructure upgrades?	• Programmability enables deployment of comprehensive labeling applications and solutions – including attached scanners, scales or other peripherals, all without the need for a computer for quick ROI • Advanced Connectivity = Future proof with IPv6 • Ethernet standard • RFID upgradable • Collapsible core for non-core ribbon usage (PM43/43c only) • Full label roll rewind capability with extended base for streamline and secure media usage (PM43 only) • User replaceable roller for ease of service

Top Industrial Printing Sales Objections

OBJECTION	RESPONSE
Existing printers are working, why change them?	If enterprise account (large company): • Industry leading connectivity for scalability & added confidence: WiFi, CCX certified & IPv6 standard • Programmability enables deployment of comprehensive labeling applications and solutions – including attached scanners, scales or other peripherals, all without the need for a computer for quick ROI If smaller account: • Programmability enables deployment of comprehensive labeling applications and solutions – including attached scanners, scales or other peripherals, all without the need for a computer for quick ROI • Free printhead replacement program with the purchase of Intermec Media • Best-in class "Local Service" through Intermec Global Service or IPSPs Intermec printers are easier to use and maintain, helping to maximize uptime. Ask about our trade-in program.
Didn't know Intermec had printers	• Intermec introduced 1st barcode printer in 1971; 1st thermal printer in 1981; 1990's & 2000s delivered industry-leading ruggedness and intelligent value-add printing • Introduced PM43/PM43c in 2012. Third generation industrial printer platform delivering reliable printing today and a scalable solution for the long term • Features designed to speed deployment & operation such as all-in-one command languages, USB host, Ethernet on board & smart printing • The most complete range of printing solutions to serve the worldwide market for fast, profitable operations • The PM Series line-up was broadened in 2013, with the introduction of PM23c featuring a two-inch label width and smaller footprint.
Current printer language is not Intermec (ZPL, DPL), EPL on PD41/2	• All-in-one languages standard (IPL, DPL, ZPL, C# and Fingerprint in the printer) – fit into any printing environment (many successfully converted customers) • Ideal for mixed printer environments (different brands running the same language). Intermec fits right in. • iFast – a rapid pre-sales program designed to ensure Intermec printers function properly with ZPL and DPL applications (EPL on PD41/2). Visit: intermec.com/sales-marketing/selling-intermec/ifast/index.aspx • Support for C# simplifies Smart Printing app development (PM Series only)

For more Information:
Visit intermec.com/products/printers_media/fixed and go to the sales resources tab for valuable sales tools such as the quick comparison guide, videos, media guides and more.

Solutions:
Visit the T&L, Healthcare, Manufacturing and Distribution Center deployment environment pages on INsider for additional tools and collateral.

Intermec®
by Honeywell