



DS9808 — First Store Free Promotion

Start the Conversation—Free Offer—No Obligation

It's no secret that today's retailers are struggling. This trying economic climate is forcing today's brick and mortar retailers to rethink the way they spend their IT budgets. When they are faced with store closings, employee layoffs, and diminished profits, it's harder than ever to get them to discuss implementing new, high end scanning into their stores.

So, how can you get them to even take your call and schedule a meeting? Start with telling them that they can have scanners for free. That's sure to be a conversation starter.

Because we believe so strongly in the DS9808 and it's unparalleled ability to increase productivity, drive cost reducing applications and increase customer satisfaction we are offering partners a unique opportunity. **We will outfit your customer's first store for free.**

They pay nothing and have no obligation to purchase additional scanners. We are so sure that they will realize the power of the DS9808 at their POS that we are doing something that no other scanner manufacturer has ever tried before.

Opening the Door with the DS9808

In order to stay afloat during what is shaping up to be the worst economic climate for retailers in the past 2 decades, retailers must focus on two things: 1) creating and retaining loyal customers and 2) reducing costs. With Motorola's First Store Free Promotion now you can show them how the DS9808 can help.



Start the Conversation: Give Them The First Store Free

We provide free scanners for the first store.

You provide installation.

Your customers have no obligation to buy.

All the support you need. Only from Motorola.

Increase Customer Loyalty with the DS9808

Loyal customers are those who return again and again because each and every time they shop in the store their experience is pleasant and their needs have been met.

Help your customers create and retain loyal customers by:

- identifying their needs and wants and sending them special offers – The DS9808 can help with that.
- ensuring that you respect their time and don't keep them waiting in line to pay for their purchases – The DS9808 can help with that.
- rewarding them, even when they occasionally return an item. The DS9808 can help with that.
- offering a store branded credit card that they can quickly sign up for. The DS9808 can help with that.

Interested partners should contact their Motorola Channel Account Manager for more information.

Reduce costs with the DS9808

Now more than ever, retailers need to take all the steps necessary to reduce their costs.

Help your customers reduce their costs:

- with fewer *but more productive* cash wraps. The DS9808 can help with that.
- by carefully monitoring serial returners. The DS9808 can help with that.
- by ensuring that age restricted items are sold to only those legally able to purchase them. The DS9808 can help with that.

We know that these days it's sometimes hard to even start these conversations with your retail customers. This is why we are offering you the ability to let them try the DS9808 out in a single store location FOR FREE. They have no obligation to purchase the scanners at the end of the trial and they don't need to return them. Ever.

Your Role As Our Partner

These are your customers. Your relationships. That's why we need your help to make this program a reality. Motorola will provide the free DS9808 scanners for one store. As our partner, you must agree to provide installation and support for that store for a minimum of one year free of charge. You must also agree to complete a questionnaire at 3 and 6 month intervals with the retailer and provide the results to Motorola. It goes without saying that upon successful completion of the pilot, you will actively seek to install paid units in the remainder of the chain.

Retailer Criteria

In order to be considered for this program, your customer must be a retailer in North America with a minimum of 50 stores in its chain. Ideally, they will be in the Tier 1 or Tier 2 category and have purchased services or other types of IT equipment from you within the past 24 months. They must agree to complete the Motorola questionnaire at 3 and 6 month intervals and must have a near term need for new scanning equipment in a good percentage of their stores.



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Partners must be a member of Motorola's Partner Select Program, at any level to participate. Pilots are processed at a \$0 price sale. Motorola will provide support for one year from date of PO. All Motorola warranties apply. The number of scanners provided free will be determined at Motorola's sole discretion and will be based on the average number of lanes per typical store and will not exceed 50 units in any one location. Other Terms and Conditions Apply.