



GO Zebra Trade-In Program

Turn outdated technology into new revenue

What is GO Zebra?

The GO Zebra Trade-In Program helps your customers reduce the cost of upgrading to new Zebra technology by offering rebates when they trade in eligible devices from any manufacturer; including consumer-grade devices.

Whether your customers are replacing aging mobile computers, scanners, printers, or tablets, GO Zebra makes modernization more affordable while driving new sales opportunities for you.

Why you should leverage GO Zebra

1

Generate New Revenue Opportunities

Every device that is 3–5 years old represents a potential refresh opportunity. Use GO Zebra to proactively engage customers and create new sales conversations.

Sales Tip: Segment your CRM and identify customers who purchased devices 3–5 years ago. These accounts are prime candidates for a refresh discussion.

2

Overcome Budget Objections

Trade-in rebates help lower upfront costs and accelerate purchasing decisions.

Sales Tip: Build a Total Cost of Ownership (TCO) proposal. GO Zebra rebates can demonstrate immediate savings while highlighting the long-term value of Zebra's technology solutions.

Example Incentives: Rebates ranging from \$25–\$600 on qualifying Zebra hardware. Additional incentives such as competitive kicks may apply based on product and promotion period.

3

Expand Existing Accounts

Use refresh conversations to uncover opportunities across mobile computing, scanning, printing, RFID, and workflow automation.

Sales Tip: Every device older than three years represents a potential refresh opportunity.

Use GO Zebra to proactively engage customers, uncover modernization initiatives, and create new opportunities before competitors do.

4

Strengthen Customer Relationships

Position yourself as a trusted advisor by helping customers identify technology, security, and performance gaps before they impact operations.

Sales Tip: Offer a complimentary Technology Health Check to evaluate aging devices, security risks, battery performance, and overall fleet health.

Why you should leverage GO Zebra

Leveraging GO Zebra along with Zebra Partner program benefits and participating in Zebra Rewards sales incentive program creates the ultimate trifecta to maximize your companies earning potential.

Why customers say yes

- Trade in eligible devices from any manufacturer, including consumer products
- Valuable rebates on qualifying Zebra hardware
- Lower upfront technology investment
- Improved productivity and device performance
- Simple online trade-in process with step-by-step guidance from Zebra
- Free, eco-friendly disposal of old devices even if they aren't Zebra products
- Pre-paid product trade-in shipping handled by Zebra

Quick links to get started

Find all GO Zebra resources, flyers, program details, and the explainer video in one place.

Visit the [GO Zebra Solutions Pathway \(ZSP\) Page](#)

Simple Process

1. Identify aging devices
2. Recommend a Zebra refresh
3. Customer submits a claim
4. Zebra manages shipping and disposal
5. Customer receives eligible rebate



Persona-based selling guide

The Cost-Conscious Decision Maker

PRIMARY CHALLENGE

"We don't have budget for new devices."

Your Pitch:

Shift the conversation away from purchase price and toward the hidden costs of maintaining aging hardware.

Position GO Zebra as a way to reduce upfront investment while improving long-term operational efficiency.

Conversation Starters:

- Have you calculated the real cost of keeping aging devices in service?
- Between downtime, repairs, battery replacements, and slower performance, many organizations spend more maintaining old technology than upgrading.
- What if you could upgrade to the latest Zebra technology for a lower upfront cost than expected?
- By leveraging rebates of up to \$650 per device, we may be able to fit a refresh into this year's budget rather than next year's.

The Operations Leader / Line-Of-Business Manager

PRIMARY CHALLENGE

"Our current devices are slowing us down."

Your Pitch:

Every minute spent rebooting a device, troubleshooting connectivity, or rescanning a barcode impacts productivity.

GO Zebra helps solve today's operational challenges without waiting for next year's budget cycle.

Conversation Starters:

- How much more productive could your team be if every device lasted an entire shift without interruption?
- How often do employees lose time due to slow devices, battery issues, or failed scans?
- Every minute spent dealing with device issues is lost productivity. What if we could help solve that this quarter?
- What operational bottlenecks could be eliminated with newer technology?

The IT Manager

PRIMARY CHALLENGE

"Our devices are becoming difficult to support."

Your Pitch:

Help de-risk their environment by replacing aging hardware, simplifying support requirements, and eliminating asset disposal concerns.

GO Zebra allows customers to trade in devices from any manufacturer while Zebra manages free, eco-friendly disposal.

Conversation Starters:

- Is your current hardware still receiving software and security updates?
- How much time is your team spending supporting aging devices?
- Have you conducted a recent technology health check on your fleet?
- How much effort goes into managing secure and environmentally responsible disposal of retired equipment?
- What would a fully supported, modern device fleet mean for your team?

The Growth Planner / Executive

PRIMARY CHALLENGE

"We need to invest wisely while preparing for growth."

Your Pitch:

Position the refresh as a strategic investment that preserves capital, improves operational efficiency, and supports future growth initiatives.

GO Zebra accelerates access to modern technology while helping customers maximize the value of existing assets.

Conversation Starters:

- How are you ensuring your teams have the technology needed to maintain a competitive advantage?
- What operational improvements could be achieved with a more modern device fleet?
- How can we help preserve capital while accelerating critical technology investments?
- Are your current devices prepared to support future growth and expansion plans?
- What would improved efficiency mean to your bottom line?