

Generate New Value From Your Customer Install Base

DID YOU KNOW?

It costs **5X** as much to attract a new customer than to sell to an existing customer?

Existing customers are **50%** more likely to try new products from you than new customers?

That ScanSource and Zebra can help you capitalize on this **“Year of Refresh”** for revenue growth?

There is always a gap between companies like Zebra producing new products with new features faster than your customers wish to transition to them, therefore we must find compelling reasons for them to act and help them overcome objections. The best approach is proactivity. Know what objections your customer might raise, probe for more information to identify the most valuable benefits of upgrading to the new product.

Here are our tips for the top 3 objections:

1	“I DON’T HAVE ANY BUDGET.”	This almost always comes down to price, but first—look for unique values you can highlight that will benefit their business (i.e. backward compatibility to current product accessories, increased productivity or management benefits). You can always look to leverage Zebra promotions or seek finance solutions from ScanSource to overcome this obstacle.
2	“I’M HAPPY WITH MY CURRENT SETUP.”	This is all about fear of change or just plain comfort. You’ll hear “my current product works fine!” Well, working fine now is only good enough, until it isn’t. The last thing your customer needs is a technology issue that holds up customer satisfaction or a critical operation. Arm yourself with a case study or highlight specific benefits that will help overcome their fears (i.e. aim line in new 2D scanner makes change easy, or Link OS for printer management to monitor printer performance, Operating System support etc).
3	“WE’RE TOO BUSY RIGHT NOW OR IT IS ON A SPECIAL PROJECT.”	This one is the easiest for your customer to throw out. “Check back with us in July” – this keeps you at bay and stops the “sales pitch” in its tracks. You’ve got to overcome the obstacle by easing pain of deployment—i.e. simple to roll-out without business disruption AND create urgency—a special promotion or act now one-time offer (free supplies or training, etc).