



THE ZQ600 SERIES: THE TOP 5 REASONS TO SELL

This sales tool presents the benefits you'll enjoy as a partner when you sell the ZQ600 Series, along with links to training and customer-facing resources to assist in your sales efforts. The 'sister' fact sheet, Why Should You Buy the ZQ600 Series, is designed as a handout for your customers at the start of the sales process — it presents the top 5 benefits the ZQ600 Series will provide to your customers, along with links to customer-facing sales collateral.

THE NEXT EVOLUTION IN THE GOLD STANDARD FOR MOBILE PRINTING

The ZQ600 takes Zebra's highly popular QLn platform and makes it even better — adding advanced technology and innovative design that drive productivity, ease-of-use and manageability to a new level. Available in both retail and healthcare versions, the ZQ600 Series offers a large color display, fast 802.11ac and Bluetooth 4.1 wireless connections, class-leading battery power and powerful remote management tools.

WHY SHOULD YOU SELL THE ZQ600 SERIES?

TOP 5 RESELLER BENEFITS

1

Over 1 million users can't be wrong.

There are over one million QLn printers sold to date. With the ZQ600 Series, we took this proven platform and made it better. Customers get the same popular form factor and Zebra quality — now with a large color display, the latest wireless connections, a higher capacity battery and much more. And since QLn customers can re-use their existing accessories with the ZQ600, upgrading to the latest platform is very cost-effective.

2

Find the right match every time.

With the ZQ600 Series, you can customize solutions based on vertical market needs. Retail models can be used to print shelf labels, mark down labels, POS receipts and more. Healthcare models come in a healthcare-friendly blue and white palette, disinfectant-ready plastics, a medical grade adapter and more. Both healthcare and retail printers are available in 2- and 3-inch versions and feature the key pillars of the ZQ600 Series.

3

There's no reason to call anyone else.

The ZQ600 Series is at the top of its class, with advanced technology your customers won't find in competitive devices — such as the fastest and most reliable wireless connections, the highest capacity battery in its class and the industry's only instant wake-on over Wi-Fi to maximize productivity. And only Zebra offers Ethernet connectivity for easy remote management, value-add Print DNA tools, Link-OS and much more.

4

It keeps going and going...

The ZQ600 Series offers an advanced platform that your customers can count on to meet their needs, today and tomorrow. The result is a mobile printing solution they can build on — one that will last many years into the future. Your customers get an extraordinary return on investment, and you also get a long-term opportunity through recurring supplies and services revenue — as well as selling premium Print DNA utilities.

5

More value for your customer — more revenue for you.

There's so much more to sell in addition to the ZQ600 itself. There's a broad range of accessories — from carrying options to multi-slot battery chargers, extended capacity batteries and Ethernet cradles. Sell Zebra Certified Supplies for consistently outstanding quality and performance. And you can tap into the \$3 billion service market with Zebra OneCare services, plus optional add-on services. You help your customer maximize the value of the ZQ600, and you increase the size of the sale.

RESELLER RESOURCES

TARGET MARKETS

Retail

- Shelf edge labels
- Mark down labels
- Replacement tags
- Mobile point of sale receipts
- Return labels

Healthcare

- Mobile specimen collection
- Blood bank management
- Breast milk labeling

SALES RESOURCES

[The Source \(for internal Zebra only\)](#)

[Partner Gateway](#)

- ZQ600 Retail Spec Sheet
- ZQ600 Healthcare Spec Sheet
- ZQ600 Series Battlecard
- ZQ600 Series FAQ
- ZQ600 Series vs. QLn Comparison Guide
- ZQ600 Retail Presentations (Customer-facing/Selling Guide)
- ZQ600 Healthcare Presentations (Customer-facing/Selling Guide)
- Retail Product Video
- Healthcare Product Video



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