



SALES SUCCESS STORY

**How TechScholar Helped a Sales Rep Transform a Police
Department's Evidence Tracking**

Your sales reps know HOW to sell, we teach them how to sell YOUR products.

THE SALES OPPORTUNITY

Barcodes, Inc., based in Chicago, Illinois, is the country's leading provider of barcode, mobile computing, and RFID solutions. Among the company's strengths is its product expertise, particularly in field mobility and point-of-sale solutions.

Raul Cepeda, Jr., Vice President, Product Management & Strategic Alliances at Barcodes, focuses on helping clients who are primarily in the healthcare industry and in federal, state, and local governments with data capture automation. He also helps organizations automate all elements of their supply chain, from manufacturing, distribution, and logistics to retail.

Given Raul's expertise, a local police department recently approached him for help when it wanted to improve its evidence-tracking process.

THE CLIENT CHALLENGE:
Outdated Pen-and-Paper
Processes

The police department was using a manual process to record and track evidence for cases. Its reliance on pen and paper was costing employees time and causing errors that had the potential to break the evidentiary chain of custody. In some cases, there was a risk that evidence could be lost or misplaced.

The department had turned to other technology for managing visitors and tracking weapons, but it hadn't modernized its evidence-related processes.

THE SOLUTION:
**Updating Manual Processes
With Modern Technology**

Officers tracking evidence need to be mobile; they also need to be efficient. Raul realized that a desktop printer model would require officers to travel back and forth between the evidence locker and their desk. To improve efficiency and speed, Raul suggested that the department check out the Brother PocketJet, a reliable yet portable thermal printing solution. He explained that the PocketJet would give officers the freedom to print anywhere from any mobile device, without the need to replace messy ink or toner. The department agreed and bought five units.

The officers report that their new PocketJets are saving them time and preventing mistakes while tagging their evidence. They can also more readily track their assets, enabling them to find critical items when they need them.

THE TECHSCHOLAR DIFFERENCE:

Raul noted that the TechScholar platform helped him learn about Brother's mobile capabilities.

He remarked, "A lot of companies focus on tech specifications but don't go in depth on how you can uncover an opportunity or position yourself for the sale. TechScholar and Brother focus on helping sales reps learn about their target customer's profile and the benefits and ROI for clients. At the end of the day, salespeople do need to highlight some specs, but specs don't teach us how to sell. TechScholar shows me how to talk about ways that Brother products can make my customer's job easier."