



SALES SUCCESS STORY

TechScholar Helps Sales Analyst Set the Print Standard for a Client

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

THE SALES OPPORTUNITY

A technical sales and solutions analyst working as a regional representative in Kentucky for a large technology organization is responsible for helping sales reps identify potential opportunities, assisting with technical aspects of pre-sales, and implementing solutions after the sale. He also serves as a liaison between customers and third-party vendors when needed. His clients range from small organizations to Fortune 500 corporations.

An agricultural implement company with approximately 15 locations and 80 employees had a problem: it was spending an incredible amount of money on printer toner and supplies. Even worse, the company's IT team reported that it was in the printer repair business, hampering its ability to serve the organization's other needs. It asked this analyst for help.

THE CLIENT CHALLENGE:
**No Two Print Devices Were
the Same**

At the time, the company relied on a hodgepodge of printers and multifunction devices. It was hard for the company to keep up with all of its different service and supply needs given the various brands in play in the organization. Moreover, most of the devices were locally connected, which meant IT had no oversight into device problems or usage. And implementing network connections would require the hassle and expense of installing network cables and Ethernet ports, which was not a budget-friendly option.

THE SOLUTION: **Standardizing the Fleet**

The analyst recommended that the company standardize the fleet to four different Brother Workhorse Series models that would require only two different toners: HLL-6400DW monochrome laser printers, HLL-9310CDW color laser printers, MFC-L6900DW all-in-one monochrome laser printers, and MFC-L9570 all-in-one color laser printers.

These Brother models were also equipped with built-in Wi-Fi, which meant that IT would have better visibility into meter counts and also be able to troubleshoot issues remotely: they could check the error code on a web interface, avoiding the need to drive to a location to investigate a printer problem.

THE TECHSCHOLAR DIFFERENCE

The analyst acknowledged how helpful TechScholar Product Training Modules (PTMs) were in making his sale. The PTMs explained the features of the Brother Workhorse Series as well as the variety of solutions that come standard with or integrate with these Brother print devices, including BR Admin, which the IT team could use to monitor device status and plan supply orders. He added how easy it was to navigate the training and remember the information, especially with the links to additional information and a downloadable summary of the training at the end.

He added, “TechScholar has given me much more knowledge on the Brother product line, which is so helpful when I’m on appointments with customers and sales reps. It gives us an edge. If I hadn’t taken the PTMs, I wouldn’t know as much about what to look for or what questions to ask.”