



SALES SUCCESS STORY

**How a TechScholar Product Training Module Helped a Sales Rep
Close a Government Printer Deal**

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

THE SALES OPPORTUNITY

Vantage Point Corporation, founded in 2006 in Kenosha, Wisconsin, is a technology sales and service company with the goal of delivering a better tech experience for all businesses, from startup entrepreneurs to Fortune 500 companies.

Aaron White is a Senior Sales and Solutions Specialist with Vantage Point. One of his clients is the U.S. Department of Homeland Security (DHS) Investigations Unit. Aaron worked with the Kansas City, Missouri branch of the DHS, which approached him about changing the devices in its printer fleet.

THE CLIENT CHALLENGE:

TAA Compliance

For years, the DHS had been buying another brand of printers compliant with the Trade Agreements Act (TAA). The TAA requires federal government purchasers to select products that were made either in the United States or another approved country; products made in, or with components made in, major electronics manufacturing countries, such as China and Russia, are not deemed compliant. The risks of choosing a noncompliant solution are high: the government may penalize a noncompliant company by canceling bid awards, excluding it from federal contracting opportunities, and imposing substantial fines. These exclusions make sourcing high-quality products difficult.

THE SOLUTION:

Techscholar Training

Imparts Critical Knowledge

About Brother

TAA-compliant Models

When the DHS asked for Aaron's recommendation, he didn't hesitate to recommend Brother. Aaron had recently finished a TechScholar Product Training Module (PTM) highlighting the benefits of Brother TAA-compliant models. And, because these Brother models were new to the market, the DHS would also benefit from a substantial introductory discount on these devices.

Based on Aaron's suggestion, DHS agreed to test three Brother Workhorse Series MFC-L6900 models, business laser all-in-one printers that are designed for mid-sized workgroups with higher print volumes.

To date, the DHS has shared only positive feedback, and Aaron expects the agency to standardize on Brother for all of its locations once its new budget is approved.

THE TECHSCHOLAR DIFFERENCE

Before taking the TechScholar training, Aaron wasn't aware that Brother offered TAA-compliant devices. He noted, "The training materials were full of helpful knowledge, and they were accessible and easy to navigate. Best of all, the information was presented in a way that made it easy to remember, so I was able to easily share what I learned with the DHS."

Unlike other product training platforms, TechScholar presents information clearly, and without an overload of videos, so salespeople get just the information they need. He added, "TechScholar is focused on sharing what we need to know to close the deal. If you're looking for information on Brother products, TechScholar is the place to go."