



SALES SUCCESS STORY

How TechScholar “Insured” Success for One Sales Analyst and His Customer

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 insurance company handling policies and claims with approximately 250 employees turned to this analyst for help when it needed a new solution to manage printing invoices and claims from their enterprise resource system.

THE CLIENT CHALLENGE: **Poor Printer Output**

The client was using another brand of printer and testing various options from other manufacturers. However, none of the tested devices could provide the output in the format they needed.

The analyst recommended two Brother models with attractive pricing and features: the HLL-6400DW, a monochrome laser, and the HLL-9310CDW, a color laser. Both models are part of the Brother Workhorse Series, which is designed for mid-sized workgroups with higher print volumes. But when the company tested these models, the output still didn't look correct: neither the duplexing nor the fonts were perfect.

The analyst was undeterred. He contacted the Brother Special Solutions Team for help.

**THE SOLUTION:
Customized Firmware From
the Special Solutions Team
to the Rescue**

The Brother Special Solutions Team, a group of field engineers and business analysts, assesses businesses' unique needs and develops customized solutions to meet those needs. Here, the analyst contacted this expert team to explain his client's problem. Within three weeks, custom-built new firmware arrived that enabled the devices to print correctly from the system.

To date, the printers—and the firmware—have been working well. Aside from basic service needs, the analyst reports that the client has been pleased with the devices as well as their output.

THE TECHSCHOLAR DIFFERENCE

The analyst noted that TechScholar Product Training Modules (PTMs) play an important role in his sales of Brother products. He said, “The PTMs are really helpful; they’re fairly short and bite-sized. I can complete one in 15 to 20 minutes, and they’re geared toward the true sales professional. I’ve found the information has always been relevant when sales reps want to have a more engaging conversation with a prospect.”

Specifically, the training modules have helped this analyst learn a lot of technical details about Brother printers and their related solutions quickly. He observed, “One recent PTM taught me that I could engage the Special Solutions Team for customized solutions, which helped me close the deal.”