




# Unleash Your Profit Potential with Expanded Offerings

Ready to deepen relationships with your clients and increase profits? You're already selling Zebra printers. Now, provide even more value to your customers and unlock long-term, recurring revenue when you sell complimentary products, such as Zebra print supplies and scanners.



Increase your revenue by









# 10%

when you add another product line to your portfolio

## Why Expand to Sell Print Supplies and Scanners?

From scanning price tags at checkout and inventory on shelves to work-in-progress on manufacturing lines and shipping labels in warehouses, your customers rely on print and scanning technology to run their business. Every year, customers spend between 3–10 times the cost of their printer on print supplies—and they use scanners to read those printed barcodes.

Offer an end-to-end solution to your printer customers when you sell the print supplies and scanners they need to keep business moving. The result? A complete solution for your customers—and increased revenue for you.

 <p><b>Grow Your Profits</b></p>	 <p><b>Establish Recurring Revenue</b></p>	 <p><b>Leverage Your Customer Base</b></p>
<p>Meet quotas faster and increase your revenue.</p>	<p>Build customer loyalty to ensure ongoing sales.</p>	<p>Identify opportunities for improved workflows and additional sales with existing customers.</p>
 <p><b>Expand Your Roster</b></p>	 <p><b>Go Beyond Printers</b></p>	 <p><b>Differentiate Your Business</b></p>
<p>Unlock opportunities to attract new customers.</p>	<p>Add print supplies and scanners that complement your existing printer offerings.</p>	<p>Set yourself apart from competitors with Zebra Certified Supplies and best-in-class DataCapture DNA software tools.</p>

# Your Fast Track to Ramped Up Revenue

Expand your offerings to include print supplies and scanners to get big results in just a few easy steps.

- 1** **Explore Zebra Print Supplies and Scanners**  
Connect to our Partner Gateway and Supplies Knowledge Platform to become familiar with Zebra supplies and scanner offerings.
- 2** **Explore Incentive Programs**  
Visit our **Partner Gateway** to learn more about available discounts, rebates, trade-in promotions and more that provide additional sales opportunities.
- 3** **Talk to Your Customers**  
Promote your expanded product offerings with your customers by leveraging co-branded, customer-facing assets like fact sheets and infographics.
- 4** **Close the Deal**  
Reach out to our Zebra Supplies Specialists to assess each customer's unique print supply needs, and use our Scanner Selector Tool with your customers to identify the best match for their data capture needs.



## Sell More. Earn More.

### It's All Possible with Zebra

Our commitment to quality extends to our partners to boost your profitability, help you stay informed of new solutions and sales strategies and keep your business growing.

#### A Global Leader

- #1 in barcode printing
- #1 in data capture technology
- 50+ years of experience empowering workers

#### Wrap-Around Support

- Robust training ecosystem
- Co-branding tool to support your business
- Comprehensive sales training through PartnerConnect

#### Trusted Partner

- Ongoing innovation
- \$570M+ annual R&D spend
- ~6,500 patents and counting

#### Feature-Minded

- Wide range of products across price points
- Backing of a partner you know and trust

**Start maximizing your profit today.**

Contact your Channel Account Manager (CAM) to begin cross-selling print supplies and scanners.



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