



DS2200 SERIES: THE TOP 5 REASONS TO SELL

This sales tool presents the benefits you'll enjoy as a partner when you sell the DS2200 Series, along with links to training and customer-facing resources to assist in your sales efforts. The 'sister' fact sheet, Why Should You Buy the DS2200 Series, is designed as a handout for your customers — it presents the top 5 benefits the DS2200 Series will provide to your customers, along with links to customer-facing sales collateral.

THE DS2200 SERIES HANDHELD IMAGERS: AFFORDABILITY AND SIMPLICITY DELIVERED.

With the DS2200 Series, your customers can scan it all. The DS2200 is an affordable 1D/2D handheld scanner that doesn't compromise performance or features for price. And your customers can choose the model that best fits their POS needs — the corded DS2208 or the cordless DS2278.



WHY SHOULD YOU SELL THE DS2200 SERIES?

TOP 5 RESELLER BENEFITS

1

It practically sells itself.

Just build on the success of the predecessor 1D scanner, the Zebra LS2208, and the DS2200 Series will practically sell itself. With over nine million LS2208 scanners sold, you get the confidence that comes from selling a market leader, while your customer gets the confidence that comes from buying the next generation of a well-proven and well-loved product.

2

More revenue — and more margin.

Since 2D scanners are more expensive than their 1D counterparts, you'll automatically increase your revenue. If you sell the more expensive cordless DS2278, you'll put even more money in your pocket. And since the DS2200 Series qualifies for the new lower Deal Registration threshold of \$10,000, more deals qualify and you can boost your margins by 12%+ when you take advantage of this PartnerConnect benefit.

3

Finding new deals is as easy as looking back.

With over nine million LS2208 scanners sold in the last 14 years — not to mention competitive scanners — finding new deals is as easy as looking at your past sales. Not only are these aging laser scanners ready to be retired, your customers need 2D scanning capability — 2D barcodes are showing up on item labels, printed and mobile coupons and more.

4

So simple your customer can set it up.

You decide how much time and money you want to spend on support. Set-up is so simple with our partner-declared best-in-class setup tools that your smaller customers can set up their own scanners, leaving you more time to serve your larger more-lucrative accounts — and spend on more revenue-generating efforts.

5

Every time you sell, you win.

Earn points for every qualifying scanner you sell with Zebra's Sell and Win Club. Points can be redeemed for great prizes, including cool electronics, Visa and Amazon gift cards and more. (You must be a Partner Connect member to join the Sell and Win Club.)

RESELLER RESOURCES

TARGET MARKETS

Primary: Retail

- Point-of-Sale (POS)
- Loyalty applications
- Coupon redemption: paper and electronic

Secondary

- Hospitality
- Transportation & Logistics
- Light/clean manufacturing
- OEM/government

SALES RESOURCES

- [DS2200 Video](#)
- [DS2200 Series Specifications](#)
- [2D General Purpose Retail Handheld Battle Card](#)
- [DS2200 Sales Battle Card](#)
- [DS2200 Series Selling Guide](#)
- [DS2200/DS8100 Brochure](#)
- [DS2200 Customer Presentation \(low resolution\)](#)
- [Zebra 2D Scanners Channel Partner On-Demand Webinar](#)

Mobile Barcode App Briefs

- [Retail](#)
- [Quick Service Restaurant \(QSR\)](#)
- [Hospitality](#)
- [Transportation](#)

* Threshold and discount quoted are for North America, check your local Deal Reg program guidelines for other regions.



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