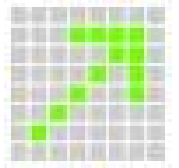


THE LINX BUSINESS SYSTEM

# Selling against the Competition: CIJ





## Selling against the Competition: CIJ

### Objective

- » To improve knowledge of key competitor CIJ printers and which Linx CIJ product features and benefits have a distinct advantage over competitor printers

## Selling against the Competition: CIJ



### Benefits

- » Improved confidence when selling against a competitor printer or to a company already using a competitor printer
- » Deliver a more effective sales visit
- » Close more sales
- » Earn more commission!



## Overview

- » My credentials.....
- » Introduction
- » What do customers want from CIJ printers?
- » Who are our competitors?
- » Identifying competitor weaknesses
- » Using Linx strengths
- » Role Play
- » Summary & Questions

## Selling against the Competition: CIJ

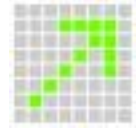


# Ground Rules!

## Selling against the Competition: CIJ



# Icebreaker!



## Selling against the Competition: CIJ

**Quiz!**



**Why do customers want to buy  
a CIJ printer?**





### What customers want from CIJ printers

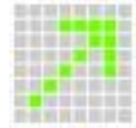
- » Based on Linx experience and our own “voice of the customer” research, the top 3 requirements are:
  - » Less printhead cleaning, as this is messy and takes time, and risks damage
  - » Mess free operation, when refilling the printer
  - » Simple to use, so operators can use the printer without supervision and without making mistakes



# Who are our competitors?



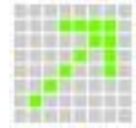
# Identifying Competitor Weaknesses



## Selling against the Competition: CIJ

### A competitor weaknesses is:

- » Something (such as a product feature or problem) that causes the customer difficulties, and where Linx printers deliver a much more effective solution or feature. This weakness will influence the customers decision NOT to buy this product.
- » *Example:* Hitachi printers – ink and solvent must be poured into an open tank. The customer can spill the ink or solvent. The mess that may result is a major reason why a company may decide not to buy Hitachi.



## Selling against the Competition: CIJ

### Group work: Competitor weaknesses

- » In your groups, study the competitor printer allocated to your group.
- » Identify all the weaknesses you can using the photographs and notes to help you
- » Also refer to the structure of the printer (see flipchart)
- » Once weaknesses identified, pick out the top 3 main weaknesses
- » Prepare presentation to group – using visual aids provided
- » Task Time: 20 mins to prepare, 10 minutes per group to report back



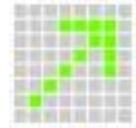
## Selling against the Competition: CIJ

### Look at each printer in terms of:

- » The design of the main components:
  - » Printhead
  - » Ink system
  - » Cabinet
  - » Electronics
- » What customers do with the printer
  - » Clean the printhead
  - » Refill with ink and solvent
  - » Clean the air filter
  - » Use the keyboard
- » **Think about what customers need**



# Competitor Review



## Selling against the Competition: CIJ

### Domino A Series Printer Weaknesses



**D1. Expensive ink reservoirs** need replacing every 600 hours

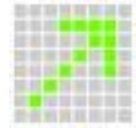
**D2. The printhead is difficult to clean,** and takes time as the charge electrode has to be removed



**D3. The whole ink system is open** when ink or solvent is added







## Willett (and Videojet 43s) weaknesses

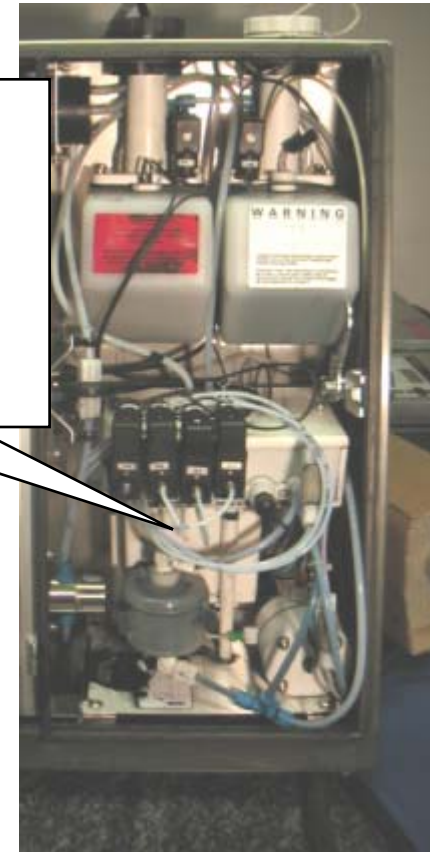
# Selling against the Competition: CIJ

### W2. Risk of running out of fluids

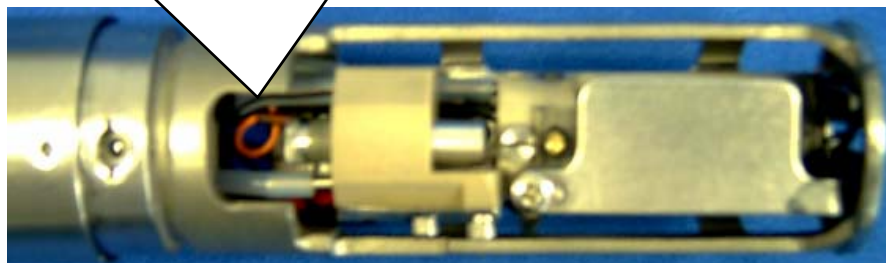
because of limited time to refill after the printer gives a "low ink warning"

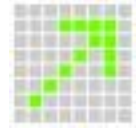


### W1. Inefficient printhead flush results in frequent manual cleaning.



### W3. Solvent consumption is high at 8ml/hr primarily because ink is heated at the printhead.





## Selling against the Competition: CIJ

### Image 9020/9030 printer weaknesses

**I3. Ink usage is high and ink is expensive**



**I1. Ink system is not serviceable, expensive to change**

**I2. The printhead is made of plastic and can be easily damaged**



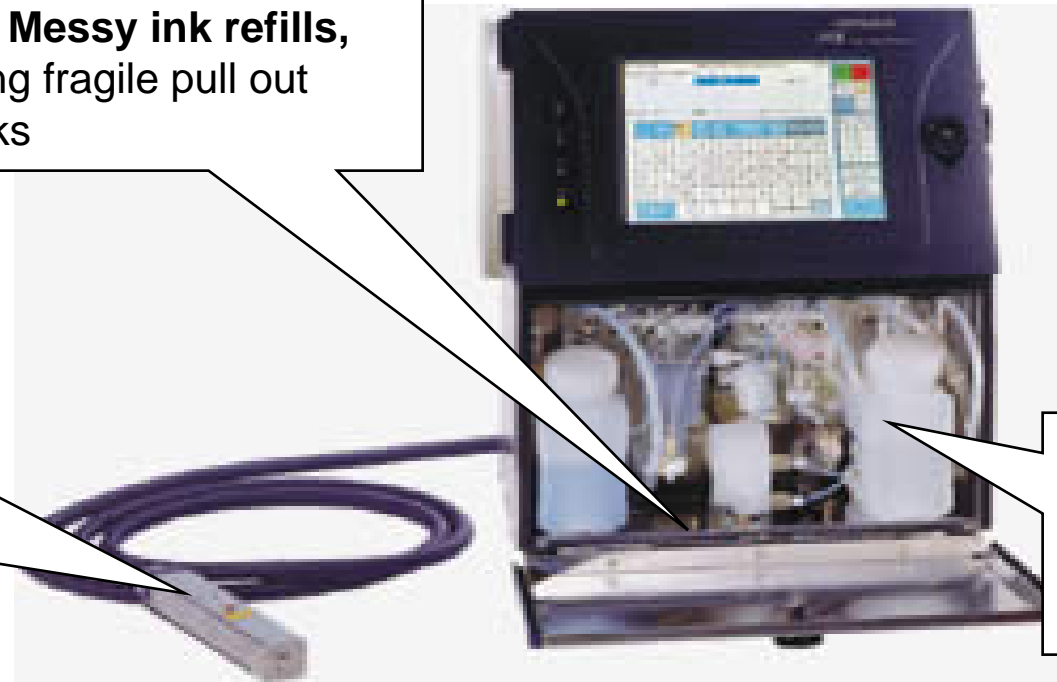
## Selling against the Competition: CIJ

### Hitachi PX printer weaknesses

**H2. Messy ink refills,**  
using fragile pull out tanks

**H1. Printhead is not sealed**  
and can be easily damaged

**H3. Ink should be changed every 600 - 1200 hours costly**



## Citronix printer weaknesses

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## Selling against the Competition: CIJ

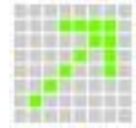


**C2. Refilling can take up to 10 minutes each time**

**C1. The printhead is not fully sealed and can be easily damaged**

**C3. Printers do not have a printhead solvent flush**





## Selling against the Competition: CIJ

### Videojet Excel and 37 series printer

**V2. The printer is not equipped to measure time of flight** which can result in production stoppages

**V1. Printhead is not sealed** and can be easily damaged

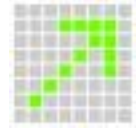
**V3. Messy ink and solvent refilling**





## Selling against the Competition: CIJ

# Using Linx Strengths



## Selling against the Competition: CIJ

### A Linx strength is:

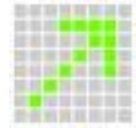
- » Something (such as a product feature or problem) that helps the customer / reduces his pain and which Linx does better than competitors. This strength will make the customer WANT to buy Linx.
- » Example: Linx ink and solvent bottles are sealed with foil which means the bottles can be inverted to refill without spilling.



## Group Work – identifying Linx strengths

- » In your groups, work on a different competitor machine
- » Identify the Linx strengths for each weakness
- » Use the relevant flipcharts from the previous task
- » Report back to the whole group
- » Task time: 20 mins to prepare, 10 mins per group to report back





## Selling against the Competition: CIJ

# 1 – 10 Review

## Selling against the Competition: CIJ



# Quick Quiz!

## Selling against the Competition: CIJ



# Role Play!



# End of session Summary



### What we covered today

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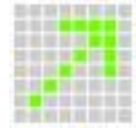


## Selling against the Competition: CIJ

### Objective

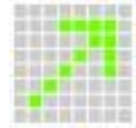
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# End of session Quiz



## Selling against the Competition: CIJ



**Thank you!**