Alaris

a Kodak Alaris business

Alaris Services

Maximizing power, performance, and profitability with Alaris Services

When you market and sell Alaris Services, everyone becomes better, together.

Why sell Alaris Services

When you team with Alaris Services, you're partnering with the best service organization in the industry to offer a superior, value-based customer experience. Together, we go beyond the sale and focus on retention and engagement throughout each customer's journey while building greater lifetime value.

Alaris Services offer unmatched features and benefits for the highest levels of productivity, reliability, efficiency, scalability, and simplicity, thanks to our:

Intimate market understanding

- A relentless dedication to staying close to our customers and the marketplace allows Alaris to offer the industry's best scalable service plans, professional services, and integrated workflow solutions

Extensive infrastructure

- Largest, best-in-class, global field force, always ready to provide expert service with 100% original equipment parts

Intense customer focus

- First time-fix rates of over 90% represent an unwavering commitment to understanding and solving issues, so we get customers up and running faster

Expert knowledge

- Alaris Field Engineers (FEs) receive continuous technical training from those who design/build our products, in addition to extensive training on how to service all leading brands of scanners and storage equipment

Impressive service legacy

- We take pride in over 85 years of serving our customers and helping them achieve greater success in information management

Beyond repair and maintenance

Today, as our customers expect greater, more meaningful support for their digital transformation, it's critical to deliver a sophisticated, value-added approach. Alaris Services begin with exceptional repair and maintenance, and then go further with professional services for mission-critical and connected environments.

Our solution-based proficiency services connect data and information in valuable new ways, evolve with customer needs and technology, and help expand customer capabilities. With a flexible portfolio suited for every customer use case, it's easy to add revenue while enhancing your reputation by offering the best services available.

How to sell Alaris Services

By focusing on communicating the value of Alaris Services, combined with your own knowledge and relationship skills, you can present relevant customized solutions to achieve our customers' desired outcomes:

Become familiar with our portfolio and the options for every customer

Know what you can sell in terms of plans, from essential service to professional and custom services for all of our products, and learn all about the latest, highly flexible service plans. And always keep in mind competitive offerings and our differentiating advantages.

Understand the customer's desired outcome and communicate value

Clearly understand the customer's desired outcome and/or pain points. Highlight key, relevant advantages that will appeal to their needs:

- Maximized productivity
- Assured reliability
- Greater efficiency
- Total scalability
- Powerful simplicity

Build a relationship using problem-solving dialogues that are relevant to the customer and open the door for ongoing engagement.

Appeal to what resonates with, and is important to, each customer

Change the conversation from a price/transactional focus to a value discussion and present options that align well with, and highlight, what's valuable to each customer, such as:

- Productivity: talk about response time
- Price sensitivity: discuss the value of lower tier offerings
- Mission critical needs: promote the benefits of professional and custom services
- Scanners from multiple manufacturers: focus on the convenience of single-source service

Convey the completeness of offerings and stay in touch

Reassure the customer that they've made the right choice in selecting us as a team – from the industry's most robust scanner repair and maintenance, to constant communication during and after service, to information management solutions and beyond.

- Ensure the customer is aware of preventive maintenance, training, tips and insights, proprietary software updates – and so much more that's available to them
- Open a continuous channel of communication with the customer – to create the opportunity to sell additional services throughout their journey

Call on us for help and support

Our Technical and Regional Managers are ready to assist you in closing sales on Alaris Services. Ask us for remote or in-person support and together we can better market and sell our solutions.

Let's make everyone better, together!

In the era of data chaos, providing expert repair and maintenance support, along with value-added services, are critical for assisting customers with digital transformation. As an industry leader, we're ready to partner with you to offer the best service and support to every customer in our world. Let's get started.

Want to learn more?
AlarisWorld.com/go/services

Contact us:
AlarisWorld.com/go/contactus

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Alaris Services

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TM/MC/MR: Alaris, ScanMate
02/18