

qcom update

Providing maintenance and technical services for Auto ID equipment, thermal printers, scanners, IT systems, and generic technology products across Europe.

Auto-ID after sales – are you missing out?

Our free training course could help make sure you're not

If you're not selling maintenance and support packages on Auto ID equipment then you could be missing out.

- *Missing out on* **ADDITIONAL REVENUE** and **IMPROVED MARGINS**;
- *Missing out on* **RECURRING REVENUES** and on-going **CUSTOMER RELATIONSHIPS**;
- *Missing out on* the chance to provide **COMPLETE CUSTOMER SOLUTIONS**; and
- *Missing out on* the opportunity to **ADD VALUE** and **BUILD CUSTOMER LOYALTY**.

All you need to do to take advantage of the benefits of Auto-ID after-sales is understand how your customers see maintenance and technical support.

And that's where Qcom can help.

As one of the UK's leading maintenance and technical support specialists for Auto-ID systems, Qcom understands the after-sales market better than anyone. To help you tap into this important and valuable market, we are delighted to offer all customers a free training package. Our specially developed concise training session can be run in your workplace or at Qcom in Droitwich, and can help you and your team understand:



- **WHY** support matters to your customers;
- **WHAT** they are looking for in a service partner; and
- **HOW** the reseller benefit from after-sales.

Customers who have already been through the course have seen growth of 10 percent or more in maintenance revenues within the first quarter alone – and you could too.

To find out more about our after-sales training course, speak to your account manager or call us: Tel: 01905 827650, Email: sales@qcom.co.uk