



CROWLEY



We're counting down the days of 2017 and working hard to close last minute opportunities. From the deal registrations coming into our portal, it looks as if you are each doing the same. What can we do to help you end the year strong?

Contact your Channel Manager today to find out what's new or what Crowley has available to help meet a prospect's need. As always, we appreciate your efforts for making a stellar 2017 and look forward to bringing you additional value in 2018.

[Chris Stanley](#), North/South Americas

[Duncan Moule](#), EAMER

[Yong Cho](#), Pacific Rim & Australia

For the most current software and firmware specifications, please [click here](#).

PORTFOLIO: ARE YOU CARRYING THE FULL LINE?

Or are you missing opportunities?

Below is a list of the scanners and services available for resale/distribution. If you're are interested in a particular scanner or service that you don't currently represent, please contact your channel manager.

Crowley-manufactured (all resellers):

- [Crowley ODS](#) overhead document scanner
- [C400 and C-Drive X](#) aperture card scanners (aka MACH1 ACS)
- [IMAGEhost](#) microfilm hosting service
- [MACH 7380 series](#) microfilm reference archive scanners
- [UScan+ Universal Film series](#) scanners (aka MACH2+)

Channel products (U.S. only):

- [Avision](#) desktop scanners
- [InoTec 400 series](#) production document scanners

PRODUCT UPDATES: ARE YOU USING CURRENT SOFTWARE?

Software



If the answer is no, then you're not selling the best version of your scanner model.

One of Crowley's goals is continuous improvement on all manufactured products. As feedback comes in, updates are made and new features are added. **It is critical that you use the most current software for each scanner.** Updating software will often eliminate issues that may have been experienced in prior versions and is yet another opportunity to touch base with an existing customer.

All software will soon be available for download on the Crowley website. In the meantime, it is always available from the FTP site link on your Technical Bulletins.

- [Zeutschel zeta](#) book copy system

Additionally, you can receive cash for referrals on non-channel products simply by registering a deal as a referral. If approved, you will work with a Crowley sales representative, make an introduction and act as liaison if needed. Crowley will lead the sales cycle; once the sale is closed and the invoice paid, your fee will be distributed simply for making the introduction. For the complete list of Crowley scanners, visit our [equipment pages](#).



TO DEMO IS TO SELL: WOULD YOU BUY A CAR WITHOUT A TEST DRIVE?

We hope not.

For many of your prospects, purchasing a scanner is akin to buying a car in that it's a major investment, it needs to do the job for which it was purchased and it needs to last. **The best car salespersons are those that own the same car (or scanner in this case).**

Call your channel manager today to get the best offer on a unit for demos, trade shows, webinars and more.

ODS Demo Unit Special:

For a limited time only, ODS demo units are available for \$2590.00 USD (or comparable price in your local currency). You provide the PC.



SERVICE: IS THERE INCOME IN SUPPORT SERVICES?



You bet.

At Crowley, we have four income-producing divisions: hardware, services, support and supplies. Our support department offers peace of mind to clients with annual maintenance contracts or who need immediate repairs. Our resellers have this same opportunity when you take advantage of the Service Authorization Program. Spend two days on-site in either the US or UK with hands-on training from Crowley technicians learning basic installation and maintenance practices and hardware/software implementation and support. Upon completion, receive certification and discounted pricing on parts and AUR units...and offer maintenance and repair as a billable service. Contact your channel manager for details.

FREE MARKETING SUPPORT: ARE YOU TAKING ADVANTAGE?

If we've learned nothing else from today's politics, it's that one tweet goes a long way!



We have a handful of resellers who take advantage of our offers to customize videos, support trade shows with equipment, personnel and press, [write blogs](#) and share their good news via social media. If you're not currently doing so, share your good news and trade show schedules with us and we'll promote them in the best ways possible. Send your information or requests to [Cheri Baker](#) and the marketing team will take it from there.

One recent example: [BizTech Solutions](#) has started a patron scanner email campaign, gathering info from Crowley, and was able to score an impressive 23% open rate on their first e-blast. Open rates can translate to sales; take note!

NEW TOOL: HERE'S YOUR OPPORTUNITY!



The [ODS video](#) is now available for sharing, customization and download. If you'd like your logo and contact information embedded for your own use, please contact Cheri.

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