

Xenon[™] 1902g-bf Campaign

Overview, pricing and marketing support tools



A Revolution in Cordless, Battery-Free, Worry-Free Scanning

Tired of the expense and bassle scanners? With the new Xenon' you'll never have to buy or dispo

Powered by fast-charging super 1902o-bf is battery-free and con technology enables the Xenon 1 over 450 baroodes on a single of recharged and ready to scan in Now, that's hassle-free, worry-fr

Register Now for the Cha Demo Unit.



Email #1

Honeywell LOGO

The Power of Battery-Free

powered scanner for your retail operation? The new Xenon™ 1902g-bf scanner eliminates batteries and

Powered by fast-charging super-capacitors, t breakthrough scanner easily scans over 450 a single charge – and is ready to scan after ju seconds of charging.

Plus, unlike expensive Lithium-Ion batteries, generally need to be replaced 2-3 times over the scanner, long-lasting super-capacitors by over 5 years. Now, that's a scanning solution



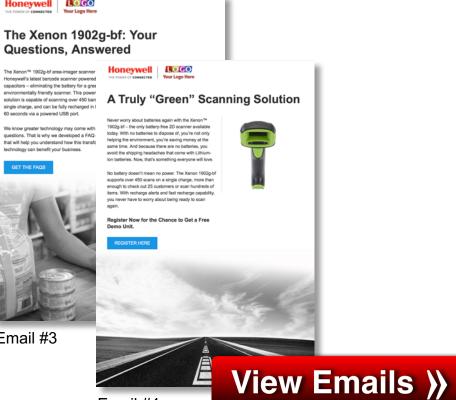
Email #2

The Xenon™ 1902g-bf area-imager scanner Honeywell's latest barcode scanner powered capacitors - eliminating the battery for a gree environmentally friendly scanner. This power solution is capable of scanning over 450 bars single charge, and can be fully recharged in I 60 seconds via a powered USB port.

We know greater technology may come with questions. That is why we developed a FAQ that will help you understand how this transfo echnology can benefit your business.

Email #4

Email #3





Honeywell is pleased to announce the opportunity for your company to qualify for a free Xenon™ 1902g-bf demo unit and an on-site evaluation.



The Xenon 1902g-bf area-imager scanner offers wireless freedom in a revolutionary, battery-free design powered by fast-charging super-

With enough capacity to check out at least 25 customers1 between charges, the Xenon 1902g-bf scanner can meet the most demanding "rush-hour" traffic.

With class-leading performance, the Xenon scanner easily scans hard-to-read barcodes, and large or bulky items.

The ability to scan over 450 barcodes² between charges makes the Xenon scanner ideal for receiving and shipping.

And with multi-level alerts that positively re-enforce best practices, the likelihood of running out of charge is essentially zero. But if it does happen, you are up and running in as little as 15 seconds!3

- 1. 25 customers at 5 scans per minute per customer from a fully charged scanner.
- 2. 450 scans at 1 scan per second from a fully charged scanner.
- 3. With powered USB or external power supply.

Simply fill out the form, and one of our experts will contact you.

•	First Name:	
	Last Name:	

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Required Fields

By checking the box, you accept the Honeywell Privacy Terms and agree to receive relevant product news, studies from Honeywell Safety and Productivity

Landing Pages



Sales Tools







FAQ Demo Sheet

Request Your
Marketing Campaign

Multi-Touch Campaigns

Multi-Touch Email Marketing

\$1,895.25

Regular price \$1,995

- Three email blasts to your target list
 Each email executed twice to maximize penetration
- Campaign landing page
- Detailed reporting for sales follow-up
- Co-branded collateral
- Program development and management

Integrated Lead Generation

\$5,695.25

Regular price \$5,995

- 80 Hours telemarketing and lead qualification
- Three email blasts to your target list
- Campaign landing page
- Detailed reporting and daily leads distribution
- Co-branded collateral
- Program development and management



Additional Marketing Tools

Lead Nurturing

\$1,995 per month

6 Month program

- Up to 2,500 prospects / leads
- Monthly variable data email blast featuring sales rep name and contact
- Landing page content and graphics
- Monthly telemarketing follow-up
- Detailed reporting and status updates
- Program development and management

Prospect Profiling

\$2,500

Up to 150 prospects



Email Marketing Campaigns

DIY Marketing

No Cost

- Ready to execute co-branded collateral
- Co-branded HTML emails
- HTML Landing page ready to post on your server
- Co-branded support collateral

Product Announcement

\$850.25

Regular price \$895

- One email blast to your target list
 Email executed twice to maximize penetration
- Campaign landing page
- Detailed reporting for sales follow-up
- Co-branded collateral
- Program development and management

SAVE 5%*

Additional Marketing Tools					
Blog Post Copy Up to 400 words	\$350 to \$475				
Digital Marketing Up to 7 posts	\$375 to \$595				
Database Append Per contact	\$0.40 to \$1.00				
New Database Per contact	\$0.25 to \$0.75				
SEO and PPC	Starts at \$500				

10 Steps to Successful Lead Generation

- 1. Define goals & objectives (complete PDW)
- 2. Define call to action / offer to prospects
- 3. Review and prioritize prospect database
- 4. Partner sales review and approval
- Honeywell CMM/VPM review and approval
- 6. Sales training and readiness
- 7. Demo units or supporting collateral (infographics, white papers)
- 8. Campaign tactics and timeline
- 9. Lead tracking, reporting and feedback to HPC
- 10. Plan lead nurturing and management activities

Lead Definitions

Phone Appointment

Prospect has agreed to a phone appointment with a sales rep.

Prospects should be contacted by sales professional and nurtured until they are ready to purchase.

A Lead

Leads with a project, budget and a timeline OR a prospect requests a sales rep to contact them with specific information and may not have shared budget or timeline.

Prospects should be contacted by sales professional and nurtured until they are ready to purchase.

B Lead

Leads with a project, may or may not have a budget or defined timeline.

Prospects should be contacted by sales professional and nurtured until they are ready to purchase.

C Lead

Leads with revenue potential in the future. They are interested in receiving information and communication in the next 30 to 90 days. Prospects should be contacted by telesales and nurtured until they transition to an A or B lead.

D Lead

Email click-through, individuals who downloaded a whitepaper or prospects who requested specific information sent to them. Prospects should be contacted by telesales and nurtured until they transition to an A or B lead.



Contact HPC to develop your custom marketing campaign

480.349.9263 Honeywell@PartnerConcierge.com

Request Your
Marketing Campaign

