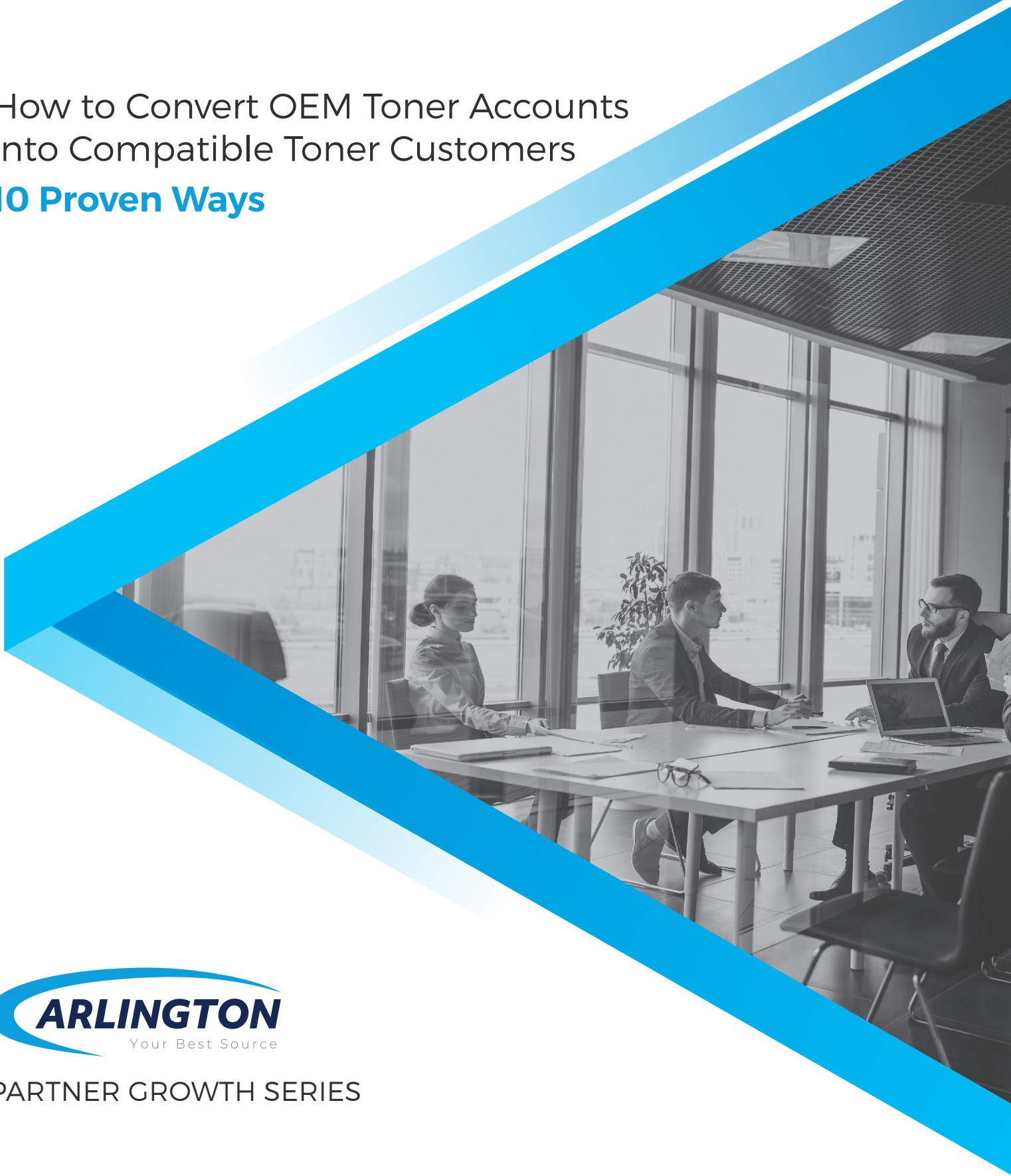


How to Convert OEM Toner Accounts into Compatible Toner Customers

10 Proven Ways



PARTNER GROWTH SERIES

California



Georgia



Illinois



North Carolina



Pennsylvania



Texas

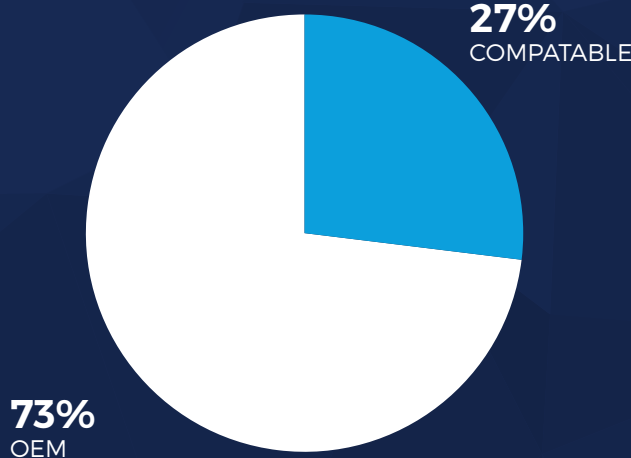
Contact us at 1-800-887-3040 toll free

THE MARKETSHARE OPPORTUNITY

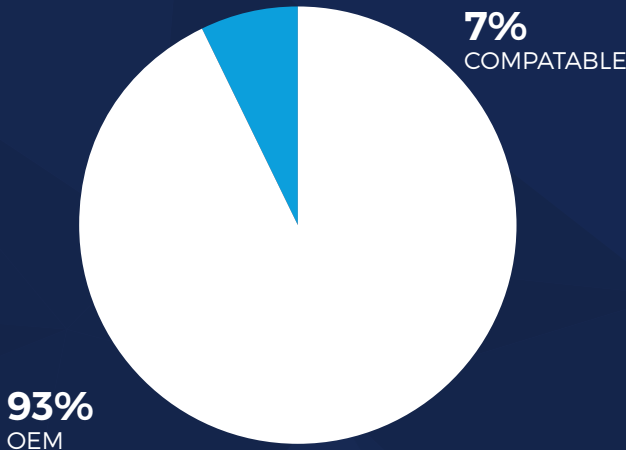
ARLINGTON has provided OEM and compatible imaging supplies to imaging resellers for decades. We've heard all the myths that create the objections you may hear from OEM toner buyers.

We've also seen many ARLI partners supersize their profits with a convincing reason to change to our NXT Premium compatible cartridges.

MONOCHROME



COLOR



Source: Info Trends

10 PROVEN WAYS

TO CONVERT YOUR OEM TONER ACCOUNTS INTO COMPATIBLE TONER CUSTOMERS.

1. SHOW REFERENCES

Be prepared with reference accounts now using compatible toner.

2. PRESENT PRINT SAMPLES

Show and sell the output quality with hardcopy examples vs. OEM.

3. SUGGEST A PILOT PROGRAM

Select a printer and provide compatible toner for end user validation.

4. EMPHASIZE COST SAVINGS

Calculate the financial contribution to other projects or the bottom line.

5. QUOTE OEM & AFTERMARKET

Offer both options with benefits and let the customer decide.

6. SHOW YOUR LIFETIME PERFORMANCE GUARANTEE

Explain the NXT Toner Cartridge is backed by a full performance guarantee.

7. USE BRAND NAME ANALOGIES

Ask the prospect if they continue to buy brand names in other areas.

8. SEEK EXPERT ASSISTANCE

Leverage your ARLI technical support team for subject matter expertise.

9. DISCUSS NEW BUILD CARTRIDGE BENEFITS

Still receive a "brand-new" cartridge without remanufacturing flaws.

10. INTRODUCE STAFF PERCEPTION

In some offices, employees may perceive OEM as wasteful spending.



Your opportunities in monochrome and color are HUGE.

LET'S GROW YOUR BUSINESS AND YOUR PROFITS.



QUALITY | PERFORMANCE | PROFITABILITY

Every NXT cartridge is built to exact OEM standards and life tested, ensuring that you've purchased the best replacement cartridge in the industry.

NXT Premium Replacement Cartridges are a popular, cost-effective alternative to expensive OEM toner.

All NXT Premium Replacement Cartridges come with a **100% Lifetime Guarantee** to be free from defects in materials and workmanship for the life of the cartridge.



We stand behind our NXT toner products so you can too!



Contact your **ARLINGTON** representative today to learn more.

📞 800 - 887-3040 | 🌐 ARLI.com

