



IQ Color Conversation Guide

Target Audience

VERTICAL	KEY TITLES	PROBLEMS
Retail		
Cross Docking	Operations Manager/Director	Mis-shipments, reducing profitability and revenue
Markdown	Store Operations Marketing	Cost and time to perform markdowns Customer experience
Transportation and Logistics	Operations Manager/Director	Mis-shipments, reducing profitability and revenue
Manufacturing	Plant Manager Operations Manager/Director	Mis-shipments, reducing profitability and revenue
Healthcare	Lab Director Risk Management	Untimely lab results and the need to redraw sample
All	IT	Need to provide the business with solutions to achieve their goals

Conversation Starters

RETAIL MARKDOWN	RETAIL CROSS-DOCKING	T&L / MANUFACTURING	HEALTHCARE SPECIMEN COLLECTION
Tell me about your markdown strategy, process and the customer's experience with it.	How many mis-shipments occur on an annual basis? How much does that cost you annually?	How many mis-shipments occur on an annual basis? How much does that cost you annually?	What percentage of collected specimens are identified as "STAT"?
Do you indicate different markdown percentages using color? Do your customers have to calculate the markdown price?	Tell me about your sortation/shipping process. Can I see your sortation/ shipping process?	Tell me about your sortation/shipping process. Can I see your sortation/ shipping process?	How are they identified as STAT?
Do you purchase two different labels to manage pricing – one for re-pricing and one for markdown? What if you could use the same label for both?	What if you could reduce the number of mis-shipments? How would that impact your business?	What if you could reduce the number of mis-shipments? How would that impact your business?	What impact does untimely lab results on STAT specimens have on your organization? To Physicians? How often do you have to re-draw samples due to this issue?

Customer Pitch

Did you know?

People recognize and react to color cues before reading a single word of text because color captures interest and signals contrast?

Color can highlight important information on a label:

- Special instructions such as discount percentage, store number, shipping method (Next Day Air 2nd Day Air), STAT processing etc...

Color provides a visual cue for sortation

- Bin or Pallet Location



IQ Color Overview

Print color on-demand using an existing Zebra printer as a visual cue or to highlight important information. The use of color enables customers to streamline their operations, reduce errors and costs.

All information printed in a zone is printed in the designated color, whether it is text or graphics.



Please Note: The area in black designates where black will print.

Important Things To Note

- IQ Color is limited to paper materials.
- IQ Color is available on labels, tags and receipts.
- Performance is similar to uncoated direct thermal facestock (Z-Perform 1000D).
- Colors and locations of those colors must be pre-defined when designing the label.
- IQ Color labels can include up to nine colors
- Customers will need to update their label format. Customers may need to re-work label content to fit color locations.
- Can only print one color in each zone.
- Color remains invisible if not needed.
- Unable to print black text in color zone.
- Unable to PMS Color Match.
- Understand alternative solutions customer is evaluating and help them identify the potential challenges with each of them as it relates to training and employee turnover.

Common Objections

THE COST IS TOO HIGH

- What is the cost to your organization if you don't reduce "errors"?
- How much are "errors" costing you today? In lost productivity, increased workload, customer satisfaction, training employees, employee turnover?
- Would you be interested in trialing IQ Color so that you can gather data that will enable you to calculate the ROI of implementing this solution?

Sales Tools

- [IQ Color Video](#)
- [Price Markdown Use Case](#)
- [Cross-Docking Use Case](#)
- [Specimen Collection Use Case](#)



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