Protected Products

- Brother protected products are available exclusively to select resellers.
- Protected products are not available to other brick and mortar or online retailers.
- Brother’s Minimum Advertised Price (MAP) policy levels the playing field and is designed to help you be more profitable.
- Brother authorized resellers have exclusive access to protected products: two high-volume laser printers, one high-volume inkjet printer, and three scanners.
- The HL-L9200CDWT is a high-volume color laser printer that prints at high speeds and can handle up to 75,000 pages a month.
- The MFC-L9550CDW is a high-volume all-in-one color laser printer that offers fast and inexpensive printing, scanning, copying, and faxing.
- The HL-L9200CDWT and MFC-L9550CDW are especially cost-effective because they come with and use high-yield toner cartridges that lower the cost per page to 2¢ and 7¢ for mono and color pages, respectively.
- The HL-L9200CDWT and MFC-L9550CDW boast superior enterprise-level security features and are flexible enough to integrate with numerous workflow solutions.
- Brother’s professional high-volume scanners, PDS-5000 and PDS-6000, enable fast and efficient scanning of large volumes at high speeds of up to 80 pages per minute and have numerous scan optimization features.
- The ADS-2000e is an inexpensive, rapid, and efficient scanning solution for businesses with mid-volume needs.
Recognize the Opportunities
To identify likely prospects, think about which customers would be open to a discussion about their current print infrastructure that could lead to productivity gains, increase efficiencies, and reduce costs.

Consider your customers with the following characteristics:

Financial
• With divided responsibility for printing budgets
• With a significant current spend on printer/copier maintenance

Productivity
• With a workforce reliant on mobile devices
• That have recently deployed tablets to key employees
• That have implemented a document management system or new workflows

Current Print Device Configuration
• With a high percentage of legacy, high-volume multifunction devices
• That rely heavily on scanning and OCR technology

Changes That May Affect Printing Needs
• That haven’t done a comprehensive printer fleet assessment in some time
• Whose workforce has grown or contracted significantly
• With green/sustainability initiatives
Start the Conversation
Below are some questions you can use to help start the sales conversation.

Contract and Financial Considerations
- How many print devices does your organization have under a managed services contract? What proportion of your fleet does this number represent? When does the contract expire? How could you improve the results of your managed services contract?
- Does your organization lease printing devices? If so, how long does the lease last?
- What are the maintenance costs of your existing fleet?

Current Print Device Configuration
- What types of print devices does your organization use?
- How many brands of print devices does your organization use?
- When was the last time you evaluated and measured your print volume?
- When was the last time you evaluated your print and copy fleet?
- When was the last time you evaluated your print-related business processes and workflows?
- When was the last time you assessed your output environment in terms of industry best practices?

Productivity
- What are your organization’s printing needs?
- What are your organization’s scanning needs?
- Do your employees prefer electronic or hard-copy documents?
- What print-related applications do your employees use?
Start the Conversation Continued
Below are some questions you can use to help start the sales conversation.

Changes That May Affect Printing Needs

• Has your workforce recently changed? What shifts in the size of your workforce have recently occurred or may occur soon?

• What actions are you considering to enhance employee satisfaction and increase productivity with regard to imaging (print/scan/copy)?

• What sustainability/green initiatives does your organization have? How do you apply them to printing and scanning documents?

• What other changes, including technology introductions such as mobile devices, have occurred recently?