

Questions to ask your customer to determine the best service option available to meet the customer's specific needs

- How are you going to use equipment?
- What are their support options – internal, other service provider
- Is the equipment being used in a mission critical environment
- Can you continue to work without the device?
- How much does an hour/day/week of down-time cost your organization?
- Where is the equipment being used? (Physical or environmental risks.)
- What are your expectations when there is a problem?
- How quickly do you the issue resolved?
- How do you budget for fixed cost vs. unplanned failures?
- How do handle maintenance on other IT related gear?
- Do you have a back up printer or spare on hand?
- What are their requirements for uptime on their equipment?
- Do you realize one T&M call costs a lot More than an annual contract?
- What are your plans regarding maintenance if you don't purchase a contract?
- Service Provider's can provide immediate assistance to support your trouble call. Can your internal staff do the same?

What are the top reasons WHY customers purchase a service contract?

- Customer has a mission critical application
- Customer is looking for peace of mind
- Customer looking for single source for service needs – one number to call
- Customer does not have inhouse ability
- Warranty upgrade options
- Ability to manage maintenance costs
- Understand that their valuable internal resources are better spent elsewhere
- Want to keep their equipment for a long time so keep it maintained
- Service Provider's reputation – either have used them in the past or currently using them and add equipment
- Like the Service Provider's Service Engineer- quality of the technicians
- Service Provider's ability to cover multiple types of equipment
- Nationwide coverage
- Peace of mind