



# Technical Services Team Reseller Guide

**Strategic partnerships for services can supply the  
*ESSENTIAL INGREDIENT* to keep a business at the head of the pack.**

## Experts At YOUR Service

Technical Services Team (TST) is one of North America's largest independent multivendor third party service organizations. We offer a variety of on-site break fix repair and support services throughout the US and Canada. Utilizing over 25 years experience providing printer, forms handling, and AIDC focused service, TST has a proven track record of consistent delivery and high performance.

**TST's sole focus is on partnerships. Service is our *only* business.**

As a result, clients don't have to worry about product sales conflicts. Resellers, VARs', Solution Providers, OEMs, and manufacturers maintain account control. TST's structures its operations to protect the relationships between our customers and their end-users.

We can assure our clients that we will deliver high quality service to *their* customers. TST's factory trained and certified customer service engineers have an average of 16 years experience. TST is certified to service most major brands of laser, line, dot matrix, thermal and mobile printers, barcode/auto-ID products, and RFID products, roll feed, and forms-handling equipment. We also maintain ongoing training programs and a formal launch program to support new equipment releases.

## What TST offers YOU

Today it's common to sub-contract support functions in order to free resources for your core business. Services partnerships make sound business sense when the goals are to increase efficiency, reduce the duplication of effort and improve consistency.

Services partnerships are a recipe for more flexible and efficient operations. They help you focus on your core mission while enhancing your brand image. You leverage the resources of your partners to provide services, bring products to market more cost-effectively and grow revenue and market share faster.

**Partnering with TST to provide service and support to your customers – means YOU can:**

- **Grow your Revenue and increase your Margins**
- **Bypass infrastructure expense – subcontract your service requirements**
- **Minimize spare parts inventory**
- **Extend your geographic “reach”**
- **Offer NEW service solutions**
- **Accelerate product roll-out**
- **Increase your customer retention**
- **Pursue larger service opportunities**
- **Offer service on products you do not sell- additional service revenue**
- **Offer more “One Stop Shopping” for your customers**



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## TST Means Quality Service Delivery – A Partner You Can *Trust*

### Onsite 24 X 7 Coverage in the US and Canada

- One number to call for all your service delivery needs 888-849-0341
- Onsite and time and material options
- Variety of Service delivery options

### Key Manufacturers Supported

- |                   |                      |                |         |
|-------------------|----------------------|----------------|---------|
| • Brother         | • Hewlett-Packard    | • Printronix   | • TSC   |
| • CAB             | • Honeywell/Intermec | • Okidata      | • TEC   |
| • CMT             | • IBM                | • RR Donnelley | • Xerox |
| • Datamax- O Neil | • Kyocera Mita       | • Sato         | • Zebra |
| • Duplo           | • Lexmark            | • TallyGenicom |         |
| • Epson           | • Printek            |                |         |

### Quality Service Delivery

- Dedicated Service Account Managers
- Experienced Service Management Team and Factory Trained and Certified Field Engineers
- Manufacturer Certified And Authorized
- Large Parts Inventory- including CE Local Stock
- Project Management
- Automated Call Management And Dispatch
- Automated Call Escalation Process
- Daily Service Delivery Activity Metrics
- Service Management Measured On Service Delivery Metrics
- Formal Corrective Action Process
- Monthly Service Delivery Analysis
- Daily Customer Satisfaction Surveys
- Full Time Technical Trainer And Ongoing Training and Technology Update Programs
- Disaster Recovery Plan
- Employee Recognition Programs
- Internal Administrative And Technical Support Processes



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## TST Program Overview

When you partner with TST we provide you with the following resources:

### Dedicated Service Sales Account Manager

TST offers each of its partners a dedicated service sales resource. The TST account manager will assist with service quotes, pricing updates, joint customer visits, staff training and sales support on larger RFP's.

- Business Development Support
- RFP and Bid Support
- Joint Customer visits

### Special Reseller Service Pricing

Each TST partner is given special discounted service pricing. The pricing covers hardware service pricing, zone charges, 24 X 7 coverage, special options for onsite for over 20 manufacturers.

Service pricing for: line matrix, laser, mobile, thermal printers, AIDC equipment, , shredders, roll feed equipment, bursters, folders, inserters, check imprinters, conveyor systems and more

- Regular pricing updates
- Notifications of new product service offerings
- Customized programs

### Marketing Support

TST provides a variety of marketing programs and marketing assistance.

- Selling Service Guides – how to sell service
- Service Sales Training Webinars- service selling tools for your staff– how to sell service contracts, what works, what are common objections, how to overcome objections, strategies
- Marketing collateral
- White paper
- Direct mail support
- Service sales articles and resources
- Generic Service literature available to use with your customers
- End User Customer Focused Webinars – why service contracts make good business sense-these sessions will help our customers better understand why service is important to them and helps you sell more service contracts



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## How to Contact Technical Services Team

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### Corporate Location

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