



Dealers Offer Advice Regarding Toner, Ink

The Business Technology Association (BTA) regularly solicits questions from BTA member dealership employees for its Dealers Helping Dealers Q&A resource. They are asked: "What question or questions would you like to ask of other dealers with the hope that the answers could help you in your dealership?" The questions and answers are then published in Office Technology and posted to our website as a resource to other dealers.



■ "We offer auto toner fulfillment on these using FMAudit. This prevents customers from going to Amazon or elsewhere." — *Tom Scully, service manager, Wisconsin Document Imaging, Green Bay, Wisconsin*

■ "We charge for the supplies and delivery/installation if they do not buy a service contract." — *Stephen Valenta, president, Office Fix, Gainesville, Virginia*

■ "Discuss and actually show them the cost or cost per page versus buying toner outright. Usually, the benefits and service easily outweigh the cost per month when compared to them buying toner only with no maintenance plan. If they are insisting on buying aftermarket toner, there is not much you can do but inform them it does void any warranty and will cause issues now or later.

"Or, you can offer them a discount on 'X' amount of toner if purchased up front or at one time and stress the OEM advantages of toner and purchasing it from a certified dealer." — *Brian Bence, executive director of sales, Shenandoah Valley Office Equipment (SVOE), Verona, Virginia*

■ "We offer a 10% discount on supplies on a single toner order (one black, or one of each color on color machines) if purchased at time of machine purchase. If they want multiples (more than one black or color) we offer a 15% discount at the time of machine purchase. We would use a 30% markup and discount from there. We also offer fixed price over cost for supplies (i.e., our cost plus 15%). It makes it more appealing for them to come back to us for supplies. We charge shipping on these supplies. We also offer labor-only, and labor-and-parts-only contracts with the above supply offering." — *Michael DelBorrello, president/CEO, Cyan Sky Copier Technologies, Schnecksville, Pennsylvania*

To read all of the questions and answers, visit www.bta.org/DealersHelpingDealers. ■
— Brent Hoskins

We didn't have space for the Dealers Helping Dealers feature in this issue, so I'd like to share this month's question and some of the responses here. The question: **"Does anyone have suggestions for when a customer on a down-the-street deal (one machine) declines the service contract and you would like to recoup the toner or ink business on the deal?"**

■ "If a service agreement is not put in place, we would need to bill for the toner we added when the system was set up by our technicians." — *Jeffrey Eaves, president, Appalachia Business Communications of King-sport Inc., Gray, Tennessee*

■ "Offer to monitor the toner for them at no charge using FMAudit so they don't have to worry about running out, along with a 10% discount on toner pricing." — *Lynn Pickford, president, Precision Copy Products, Clairton, Pennsylvania*

■ "If a customer declines the service contract, then we either have them pay for the toner up front, or the rep has to charge for it when selling the copier and the cost of that toner is deducted from the revenue of the sales rep's board credit." — *Eric McIntosh, senior vice president, WiZiX Technology Group Inc., Roseville, California*

**Executive Director/BTA
Editor/Office Technology**

Brent Hoskins
brent@bta.org
(816) 303-4040

Associate Editor

Elizabeth Marvel
elizabeth@bta.org
(816) 303-4060

Contributing Writers

Scott Dabice, Ricoh USA Inc.
www.ricoh-usa.com

Jennie Fisher, GreatAmerica Financial Services Corp.
www.greatamerica.com

Greg Goldberg, Incoming General Counsel
Business Technology Association

Troy Harrison, Troy Harrison & Associates
www.troyharrison.com

Tim Schatz, Technology Assurance Group (TAG)
www.tagnational.com



Business Technology Association

12411 Wornall Road
Kansas City, MO 64145
(816) 941-3100
www.bta.org

Member Services: (800) 505-2821
BTA Legal Hotline: (312) 648-2300

Valerie Briseno
Marketing Director
valerie@bta.org

Brian Smith
Membership Sales Representative
brian@bta.org

Photo Credits: Adobe Stock. Cover created by Bruce Quade, Brand X Studio. ©2024 by the Business Technology Association. All Rights Reserved. No part of this publication may be reproduced by any means without the written permission of the publisher. Every effort is made to ensure the accuracy of published material. However, the publisher assumes no liability for errors in articles nor are opinions expressed necessarily those of the publisher.

FLASHBACK



The association's magazine cover 49 years ago this month — the NOMDA Spokesman, May 1975.