ZD621 Series: The Top 5 Reasons to Sell

This sales tool presents the benefits you'll enjoy as a partner when you sell the ZD621 premium desktop printers, along with links to training and customer-facing resources to assist in your sales efforts. The companion tool, “Why Should You Buy the ZD621?”, is a handout for your customers to present the top 5 benefits this printer delivers, along with links to customer-facing collateral.

Sell your customers the best: premium features, maximum performance and unmatched security

Your customers want a top-of-the-line printer that’s built to perform flawlessly with outstanding print quality. Deliver it with the 4-inch ZD621 premium desktop printer. Building on the legacy of the popular GX Series, ZD500 and ZD620, it includes best-in-class features, proven reliability and easy operation. Equipped for forward flexibility, it features Zebra’s exclusive Print DNA software suite that also makes it simple to setup, secure, manage and maintain—onsite or remotely.

Top 5 Reseller Benefits

1. Give your customers what they want, when the want it.
The ZD621 offers all the best-in-class features your customers want, including direct thermal, thermal transfer, healthcare and RFID models, and the flexibility to add field-installable media-handling and communication options when they need it. Give them portability with the carrying case and battery accessories.

2. RFID without complication.
Help your customers implement RFID from the industry’s broadest, field-proven portfolio. The ZD621R delivers premium printing and encoding in a compact desktop footprint. Featuring our exclusive RE40 RFID module and adaptive encoding technology, it’s simple to calibrate and allows for excellent media flexibility. And, it includes the 4.3-inch, full-color LCD touch display standard.

3. Increase each sale with accessories, services and supplies.
Add to each sale by offering your customers value-add options and purpose-built accessories such as the color touch display, carrying case, battery or enclosed power supply. Sell Zebra Certified Supplies for consistent, outstanding quality and performance. And, tap into the $3B service market with Zebra OneCare services, plus optional add-on services.

Security risks are real and increasing—even for thermal printers. Reinforce your role as a trusted advisor by shielding your clients from dangerous, costly IoT printer attacks. Unlike other brands, Zebra's printers feature PrintSecure, part of our Print DNA software suite, to protect data, secure endpoints and prevent downtime. Show customers how to proactively identify potential risks and implement security best practices.

5. Expand your revenue streams with Managed Print Services (MPS).
Help your customers gain control and visibility of their printer fleets with MPS. Use Zebra's Print DNA software suite to remotely manage and optimize printers, track and automate supplies replenishment and ensure security.

Target Markets
- Retail
  - Return tags
  - Asset labels
  - Shelf labels
  - Price markdowns
  - Information labels
- Healthcare
  - Prescription labels
  - Lab and specimen labels
  - Patient ID wristbands
  - Blood and IV bag labels
  - Patient record labels
- Transportation & Logistics
  - Shipping and receiving labels
  - Packing slips
- Manufacturing
  - Shipping labels
  - Receiving labels
  - Agency labels
  - Packing list
  - Inventory
  - Asset tags

Sales Resources
- Partner Gateway Product Page
- ZD621 Spec Sheet
- ZD621 RFID Spec Sheet
- ZD621 Healthcare Spec Sheet
- ZD621 Battlecard
- ZD621 Customer Presentation
- ZD621 Comparison Guide
- Desktop Positioning Guide