

**Customer Name:** University of Detroit, Mercy

**Region:** US, Great Lakes

**Reseller:** EMS

**Use Occasion/Application:** Education



*Comments were provided by Mark Kemper of EMS. EMS has sold 40 Z Corporation 3D printers to date.*

**Reason for Purchase:** Support of student curriculum.

This was a competitive sale between EMS and Fisher Unitech, the most successful Dimension reseller in the United States.

The customer already had a relationship with the Dimension reseller, who was involved from the beginning of the sales process. EMS was able to get an appointment with the Dean and several professors and performed a demonstration of our equipment. When EMS joined the sales process, this customer had a negative impression of our technology and found Dimension's material property to be the most compelling decision criteria.

"Our first goal was to dispel the rumors that our competitors had started in the account. To get past the objections related to mess or part fragility I performed a demonstration at their site. I printed a few parts the night before and left them in the build, and then printed several more parts for them at their site. I removed the recently built parts right after the build finished, explained that many customers would leave the parts in the build volume for a while after printing, and then proceeded to take the parts out that had been printed the previous night and handed them around. They accepted this as proof that our competitor had overstated the complexity of handling green parts."

"We then moved on to stress our strengths. Z Corporation has a few parts with benchmark data from both systems. I encouraged them to pick the part that would be most typical for their process. We then mapped out their intended usage for the equipment for the first year. With each student having access to several iterations, the cost estimator tool on the partner web site quickly showed that the cost of ownership was tens of thousands of dollars less with Z Corporation. Because we used real, specific benchmark data, the customer accepted this as proof."

"Once Fisher Unitech realized that we were succeeding in this account, they offered a package deal with first year consumables and service for \$19,900. The customer asked us if we could beat that price. We responded that we already had. We walked back through the analysis we had made together showing cost of ownership and explained that we already felt that we offered the best value. They accepted our offer."

**ROI:** "The customer is now highly productive and feels confident that they made the right choice. They are consistently a good account reference for us."

"The formula for the educational account is nearly always the same for us. We establish the versatility, and then map out planned usage. We can then always make a clear financial argument based on speed and cost. In our past 10 educational outings against Fisher Unitech, we have won nine."