



The DATA CAPTURE Report

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Special SCAN: The DATA CAPTURE Report Reprint

CognitiveTPG Hires New VP Of Sales And Marketing

Last week, **CognitiveTPG** announced that English born native Nigel Ball has been named VP of sales and marketing for the well-known printer vendor. In his new role, Ball will lead the planning and execution of sales and marketing initiatives while working closely with Kyle Turner, president and CEO, to support the company's overall vision and future growth.

An industry veteran to POS, Ball brings to the company over 35 years in management of global sales and marketing. Prior to joining CognitiveTPG, he held positions as executive director for **DESKO**, a manufacturer of passport scanners and readers, and vice president of sales and marketing for **Cherry Electronics**, one of the largest and best-known manufacturers of keyboards and automotive switches.

Speaking to *SCAN/DCR*, Ball said, "I've been dealing with Angela [Mansfield-Swanson, director of marketing] and Kyle for almost four years. I believe I have the necessary skill set to help them reach their goals for CognitiveTPG. In addition to my experience with DESKO and Cherry Electronics, I have also spent time working in consumer and



Nigel Ball, vice president of sales and marketing, CognitiveTPG.

government sectors, so I know what these customers need in their businesses. When I saw the comment about 35 years in the industry, I couldn't help but think it makes me sound really old [laughs]. I just tell people I started when I was 12."

Commenting on the announcement, Turner stated, "Nigel is very well respected and very knowledgeable about the industry and our sales channels. He brings a tremendous amount of experience from not only our main industry, the retail sector, but from many diverse industries and niche markets as well. Having worked with Nigel on some collaborative projects in the past, I know him to be results driven and personable. Nigel's experience will blend nicely with our vision."

A common thread

We couldn't help but note that most of Ball's experience was outside the printer sector. When asked how his experience can help him at CognitiveTPG, Ball replied, "I know passport scanning is a stretch from bar code and receipt printers, but there is a common thread. It all includes some form of AIDC technology whether it is the scanning element or in the case of Cherry, POS. And, it's all about improving the customers' experience. Airlines have lost a lot when it comes to customer service. By expediting customers coming in from abroad, it improves their image.

"Along those same lines, I also did work with cruise ships," he continued. "With cruise vacations providers, the customer experience is everything.

Sales and marketing is all about attitude. You have to understand what the customer wants and then genuinely do your best to answer their needs."

How to succeed

Often, sales advice sounds like a list of platitudes. But, platitude or not, much of it is true. For instance, would anyone disagree that sales success is directly related to how well you treat your customers? Of course the answer is no. When asked for his thoughts on this topic, Ball got a little more specific for us.

"The first thing you have to do is be available/accessible," he told *SCAN/DCR*. "If customers can't reach you when they have a problem, what good are you to them? You also need to make it easy for them to do business with your company. For instance, the ordering process should be very simple. It's a no-brainer. Why would anyone want to make it difficult? Always strive for service superiority. Customers want to know that, if they have a problem, their vendor will solve it quickly and effectively.

"Some people say there are 20% of your customers that will never be pleased," he continued. "To this I say, find a way to please them...to better serve them. There is always a way if you work at it. Make your service a differentiator for your company."

The products

When you've done all you can in the area of servicing your customers, Ball said the next thing you have to do is make sure your products are the best they can be and that you offer unmatched warranties.



New pricing options make the A798 a great entry-level printer.

"We just announced that we are offering special pricing on select models of our A798 POS receipt printer, when purchased from distributors **BlueStar** and **Synnex**," said Ball. "Small businesses are growing at rapid rates and account for a significant portion of overall retail sales-nearly 40%, according **Small Business Administration** (SBS.gov). These businesses have requirements similar to their national chain counterparts when it comes to POS printing. They need a printer that is fast, easy to use, won't break down, and is affordable. The CognitiveTPG A798 is the perfect receipt printer for the small and medium sized businesses because it delivers in the most reliable fashion."

With the only self-sharpening ceramic knife in the industry, both the A798 and A799 now boast the highest knife life available at 3 million cuts, taking them well beyond the A798's new 3-year warranty and the A799's 4-year warranty. In addition, the printers show off their reliability prowess with their steel frame design and built-in liquid dam and drainage

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features to protect the printer from accidental spills found in typical retail and hospitality environments. For added protection, the printers can be fitted with CognitiveTPG's new Spill Guard.

"The A798 is truly a better printer, now available at a better price," said Kevin O'Donnell, sales director for CognitiveTPG. "Not all customers require the niche features found in our A799 model - features such as two-color printing, ReceiptWare marketing software, and ultra-fast print speeds. Most customers find the A798's ability to print a standard 6-inch receipt in one second to be more than sufficient for their printing needs."

A798 special pricing is only available through BlueStar and Synnex and for printers in black (A798-720D-TD00) and dark gray cabinets (A798-2200-TD00) with serial/USB interface.

Closing thoughts

Ball told us that he will also strive to improve CognitiveTPG's branding efforts. The company is currently in the midst of rebranding and repositioning itself. Within the coming months our customers and partners will see a new tagline, new trade show booth, new website, new corporate brochure, new corporate video, and overall a new look and feel to our sales and marketing collateral."

Finally, Ball said that he will work to address the "mobility issue." "Nearly 60% of Americans have a smart phone," he stated. "This is the age of instant gratification. We all need to keep this in mind when we develop our products."

For more information: **CognitiveTPG**, Ithaca, NY, PH (720) 353-4316, Email; angela.mansfield@CognitiveTPG.com. **SCAN**

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