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Hand Held Products Adopts CustomerCentric Selling®

July 18, 2005 - WARRINGTON, England, PRNewswire - Hand Held Products, the world's leading supplier of image-based data collection systems, has adopted a new CustomerCentric Selling® (CCS) process. This concentrates on levels of service that are specifically tailored to its customers' needs and its channel partners' business goals, based on intelligent market knowledge and product awareness.

Following discussions with Bosworth & Kenney, a sales training consultancy, Hand Held Products has developed a customised, enterprise-wide sales process that is uniquely related to its technology products and the core markets that it serves.

Roel Vreeburg, Hand Held Products' Managing Director for EMEA, explains: "We rolled out our new CustomerCentric Selling process to all organisational functions that touch the customer - not just the Sales division. We believe that customers and partners gain more value from our products and services when everyone understands the issues and challenges involved."

The CCS process focuses on business discussions rather than sales presentations; on marketing messages that address the customer's business challenges rather than product specifications; and on how customers use Hand Held Products' solutions to reach a goal or solve a problem.

One integral part of the CCS Process is the Sales Ready Messaging™ Supply Chain, which brings further value to customers and partners. This uses application messages and scenarios rather than technical jargon, and consistent product messages across all industries.

"By implementing this value-based customer process, we are clearly differentiating ourselves from our competitors," continues Roel Vreeburg. "As most marketing collateral is never used by Sales divisions, we want to empower our teams to engage in business discussions - not just to hand out brochures."

CCS and other customer-focused initiatives have already paid dividends, as Hand Held Products' revenues have increased by 40% over the past fiscal year.

About Hand Held Products

Hand Held Products is the world's leading provider of image-based data collection solutions for mobile, wireless and transaction processing applications - such as bar code scanners, mobile computers and transaction terminals. The company has a worldwide network of partners, and an extensive client base across many different markets.

CONTINUED ON PAGE 2

Based in the US, its European headquarters are in Eindhoven, the Netherlands, and it has offices in the UK, France, Germany, Sweden, Spain.

Website:

<http://www.handheld.com/>

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