Work together, safely with Microsoft 365 Business

To-Customer/Through-Partner Telesales Script

How to Use This Script

Use this script to engage Small and Midsize business customers in a conversation about how to provide their employees with best-in-class productivity and collaboration tools while also protecting business data on company and employee-owned devices. This resource is organized in a modular fashion to help you quickly access information that will help drive successful conversations. Begin with the Introduction and then use the Conversation Starters to uncover any pain points and focus on a topic of interest. Then proceed to Scenario Guidance for pitch and support points to deepen the dialog around specific solutions. The Objection Handlers provide answers to common questions and objections customers may have.

Product Overview: Microsoft 365 is an integrated solution that brings together best-in-class productivity tools, security and device management capabilities for small to mid-size businesses. It delivers a holistic set of productivity and collaboration tools that include the familiar Microsoft Office desktop applications that are always up-to-date with the latest fixes and features. In addition to the productivity benefits, customers who choose Microsoft 365 Business can deploy enterprise-grade device management of company and employee-owned devices. Microsoft 365 Business conserves IT resources by simplifying the setup of devices and users. Microsoft 365 Business is designed for businesses with up to 300 employees.

Available now: Microsoft 365 Business is available to customers worldwide.

Target Audience: Business decision makers (BDMs), including business owner, and functional managers, such as head of sales or customer service for small and midsize businesses (10-250 employees). Role titles may include: Owner, President, CXO, VP, Director, Sr. Manager.

Product Sales Motion: *Good:* Office 365 Business | *Better:* Office 365 Business Premium I | *Best:* Microsoft 365 Business

Introduction

Use the following questions to gain an understanding of the customer's business goals and key challenges. Use this information to qualify the customer for further discussion around their most important pain points.

> **General customer opening:** "I'm calling because we work with a lot of organizations like yours, helping them use new technologies to meet their businesses goals…
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> **Engage Your Customers customer opening:** "I'm calling to check in and talk about your business—I want to understand where things are going as you look ahead, and possibly discuss how we can help you empower your employees with more powerful productivity and collaboration tools while helping to protect your business' critical data."
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> **Engage Your Customers industry vertical customer opening:** "I'm calling to check in and talk about your business—I want to understand how things are going as you look to evolve towards a modern workplace and possibly discuss how we can help you empower your employees with better and more secure mobile productivity and collaboration capabilities."

Conversation Starters

Use the following questions to gain an understanding of the customer's business goals and key challenges. Use this information to qualify the customer for further discussion.

Achieve more together	Anywhere it matters	Always-on Security	Simplified for Business
- How do your people work together or connect with customers? Is it some combination of in-person meetings, phone calls and email? - How do you work together on documents now? - What about remote employees or people in the field? - What operating systems do you use? - What kind of cloud solutions are you using today? - How do you communicate with suppliers? - How do you communicate internally and externally? - What are you using today for remote meetings with customers, employees and suppliers?	- Do you think you have the right tools in place to help your employees work from anywhere? - Do you have remote employees? How do they communicate with the rest of the team? - Do you or your team travel a lot? - How do you connect and share documents where you are traveling? - How are you managing corporate and employee-owned mobile devices? - How do your sellers stay connected on the road? - Do your sellers have a secure means of remotely connecting to business data?	- How are you securing the platforms and devices in use? - How do you protect information, including rights management? - How do you maintain visibility, control, and protection of your applications and data? - How are you ensuring employee and customer information is secure? - How are you managing the databases that store financial, employee, and customer information? - What is your process when an employee leaves the organization? - How do you handle a situation where an employee's device is lost or stolen?	- Who handles your day-to-day IT? - What is the process to get a new employee set up with a user account and new PC? - Do all your employees have a consistent configuration across PCs? - Have you ever had a situation where you wish you could wipe data off of a device but cannot access the device (lost or stolen)? - Do you rely on local servers that you need to maintain and keep up-to-date? What is the cost of that? - How do you apply security patches and software updates today? - Where do you store your servers physically?

Scenario Guidance

Use the following scenarios to help develop a discussion around specific solutions. The goal is to generate enough interest to set up a meeting. The overview and enabling technologies to provide a quick reference for each scenario. Use the high-level pitch and support points to develop the conversation further.

Scenario	Achieve more together	Anywhere it matters	Always-on Security	Simplified for Business
Overview	Create, connect, and collaborate with people, inside and outside your company.	Enable your people to be productive anywhere, on their favorite devices.	Help protect your data and devices from one simple dashboard that is always up to date.	Manage all your IT services in one place and minimize the work so you can focus on what matters: your business.
Enabling Capabilities	• Word, Excel, PowerPoint, Outlook, OneNote, Publisher, and Access • Exchange, OneDrive for Business, Skype for Business, Microsoft Teams, SharePoint	• Office mobile apps • OneDrive for Business • Microsoft Teams • App protection for Office mobile apps • Device management for Windows 10 PCs	• App protection for Office mobile apps • Device management for Windows 10 PCs • Consistent security configuration across devices • Protection of company data across devices • Windows Defender, always-on and up-to-date.	• Single admin console to setup and manage users and devices • Auto-installation of Office apps on Windows 10 PCs • Always up-to-date Office + Windows 10 • Streamlined deployment of PCs with Windows AutoPilot.
High-Level Pitch	"The power of being able to work together without having to think about where people are or the practical considerations of how they are supposed to engage with shared documents."	"The ability to connect regardless of device and no matter where people are working, can make an immediate, positive impact on how your people perform their jobs."	"This solution provides enterprise-level security policies that are working in the background all the time, so you, your employees and your customers don't have to worry about it. Your data is safe and secure whether it's on an employee's personal device or stored in OneDrive for Business."	"With the solution the mundane tasks of configuring new devices, reconfiguring existing devices and wiping devices no longer associated with the business. Every PC will have the same configuration providing consistency and control over your IT.
Support Points	• Create with Word, Excel, PowerPoint and more. • Connect with customers, coworkers and suppliers. • Bring together teams and resources, all in one place. • Meet Cortana, your digital personal assistant.	• Access your work securely from anywhere. • No Wi-Fi, no problem. • Work offline and sync later. • Available on Windows, iOS, Android, Mac, and through web browsers.	• Safeguard company data across PCs, phones and tablets. • Help protect against phishing and security threats. • Be secured with the latest versions of Office 365 and Windows 10.	• Easy employee setup and deployment. • Manage users and devices with a single dashboard. • Single login for all services and devices.

Objection Handlers

Use the following to help overcome objections and concerns that the customer may have.

Objection	Response
We are happy with our current Office 365 plan – and don't need Microsoft 365.	What version of Office 365 are you running today? Office 365 is a component of the larger Microsoft 365 Business solution, so moving to this new product doesn't change how employees work– but the features it delivers will enable new productivity and security scenarios. This product brings them the ability to manage all their employees' devices from one location; to clear data off PCs and mobile devices that get lost or stolen; and even to deploy the Office apps to new devices without even physically touching them. Microsoft 365 Business is all about taking your company to the cloud to optimize productivity, mobility and collaboration with a layer of protection to keep your company data your own. It also helps reduce their overall cost of managing IT by reducing or eliminating their on-premises infrastructure.
We don't trust the security of the cloud.	What is it that you do not trust about the cloud? If your business uses email you are already using the cloud…and what's more, Microsoft appreciates our customers' concerns about privacy and has invested billions of dollars in security to help protect customer data stored in our data centers. In addition, Microsoft makes publicly available our privacy and security terms for our enterprise cloud services (see Microsoft Online Services Terms) and discloses information about our data centers and security features and controls on the Microsoft Trust Center. Microsoft is proud to have obtained the largest number of privacy, security and compliance certifications of any major cloud provider. Microsoft commits to complying with all laws and regulations applicable to our provision of our online services, and we were the first cloud provider to commit to be compliant with the European Union's General Data Protection Regulation. Further, we stand behind our online services with 99.9% financially backed service level agreements and enterprise scalability and services designed for every size business.
We already have Windows 7/8/8.1 Pro and do not need Windows 10 Pro.	Windows 10 is the most secure Windows ever and has been protected from antivirus and ransomware threats that have recently come out. Customers who are already on Windows 7/8/8.1 Pro qualify for the Windows 10 upgrade benefit that comes with Microsoft 365 Business. With Windows 10 Pro installed on your PCs you can deploy Windows 10 Business on top of that to get the set of cloud-services and device management capabilities that complement Windows 10 Pro and enable the centralized management and security controls of Microsoft 365 Business.
We do not want to pay twice for Windows 10 Pro	Customers who may already be on Windows 10 Pro might feel like they are paying for Windows 10 twice. That is not the case. While Windows 7/8/8.1 Pro customers can get an upgrade to Windows 10 Pro with Microsoft 365 Business. Windows 10 Business is a set of cloud-services and device management capabilities that complement Windows 10 Pro and enable the centralized management and security controls of Microsoft 365 Business.
The cost of deploying the solution is prohibitive. (existing Office 365 customers)	Microsoft delivers transparent pricing options without a lot of hidden costs and allows for more flexible licensing options with mix-and-match capabilities. With a solution from Microsoft, most of our customers can take more advantage of their existing technology investments. We typically see deployments pay for themselves many times over.

Summary & Closing

Close the call by requesting a meeting.

1. "Given what we've discussed, I believe there are a number of ways we can help you meet your business objectives. I'd like to set up a follow up appointment to…
   – "…have a further conversation about your business and IT objectives."
   – "…assess your readiness for a business value update, including…."

2. "Are you free on [Insert date and time]? Thanks for taking the time to speak with me today, [Insert customer's name]. I really appreciate it."