



# Microsoft Surface Book 2 Objection Handling

## Common Objection: It's too expensive

Consider the design, premium materials used, the performance in terms of the overall value. Microsoft designed the Surface Book 2 to outfit your teams with the best-in-class performance, adapt to the way your team works with a versatile design, and give you the best possible experience with the best of Microsoft software. In terms of value to your team, we think the Surface Book 2 is unmatched.

### Some recent reviews agree:

**Digital Trends:** "We're still figuring out how Microsoft made the Surface Book 2 this good." And "The Surface Book 2 is expensive. It's also worth every penny."

### BDM

This is a device for creators who need power, versatility, and performance. It's a business powerhouse that adapts to the way your team needs to work.

### ITDM

The Surface Book 2 gives your team up to four times more power than the Surface Book and up to 17 hours of battery life. With up to i7 Intel® Core™ processor with quad-core power of up to 1060 NVIDIA.

## Common Objection: Why should I upgrade?

Each generation of Surface Devices is an improvement on the last and the Surface Book 2 is no exception. Microsoft used customer feedback to design the new and improved device. It has up to four times the power, and you can connect all your devices with USB 3.1, full-size SD card and Surface Dock. You can also use the new USB-C port as a single connector to charge devices, transfer files, and display video on external monitors.

Now Surface Book 2 comes in both 13" and 15", so you can pick the size that's best for your company.

### BDM

With Surface Dial and the new Pen that offers more natural inking, so your team can stay productive and maximize creativity without missing a beat.

### ITDM

This is the most powerful Surface ever. Your team will power through their days with 7th Gen Intel® Core™ i5-7300U dual-core processor, 3.5GHz Max Turbo 8th Gen Intel® Core™ i7-8650U quad-core processor, 4.2GHz Max Turbo.

## Common Objection: We are looking at the Apple MacBook Pro

Surface works well with iTunes, iCloud and iPhone, and many of the gestures, shortcuts, and features are similar to what you already know.

In terms of tech specs, the Surface Book 2 uses an 8th Gen Intel® Core™ quad-core processor while the MacBook Pro uses a 7th Gen Intel® Core™ dual-core processor. Your team will love creating with the touchscreen that offers natural interaction with 10-point multi-touch and Surface Pen, which is not available on the MacBook Pro. The versatility of design is another factor to consider. Microsoft's aim is to create technology that fades into the background, letting your team create effortlessly. The MacBook is a traditional laptop that does not offer a detachable display and ability to use as a tablet.

### See here for a head-to-head comparison

[www.microsoft.com/en-us/surface/devices/surface-book-2/compare-to-mac](http://www.microsoft.com/en-us/surface/devices/surface-book-2/compare-to-mac)

### BDM

Surface Book 2 was built to be everything your team needs, whenever they need it: a laptop, a tablet, a studio, and a presentation device. With its four working modes, versatile ports, and smart accessories, your teams can now use their devices in whatever way works best for them, so they can power through their work day. 96% of employees say Surface makes them more productive, which is 8% more than the employees who say Apple makes them more productive<sup>1</sup>.

### ITDM

Surface Book 2 is engineered to deliver the best experience of Office 365 to your teams. With built-in Office 365 integration, this laptop seamlessly connects to your IT environment. You'll also feel confident with Microsoft's best-in-class security—Surface Enterprise Management Mode and Windows Hello make it easy and convenient to ensure your team can stay productive and keep their devices secure.

## Common Objection: We thought about 2-in-1 devices, but our team prefers traditional laptops

Perfectly understandable. While many love the versatility of a detachable display, and a device that gives users a versatile laptop, powerful tablet, and portable studio all in one, some people are more comfortable with traditional laptops. Microsoft has created a portfolio of devices aimed at giving your team the experience they need to work their best. Have you considered another device in our portfolio, the Surface Laptop, for example, which gives users a balance of performance and power?

## Common Objection: Consumer Reports has not recommended the Surface Book 2

While Microsoft respects Consumer Reports, we disagree with their findings. Microsoft Surface team tracks quality constantly, including Incidents Per Unit (IPU). Each generation of devices has improved from the last, and Microsoft Surface is now at record lows of well below 1%.

Consumer Reports' decision not to recommend the Surface Book 2 is not because of the Surface Book 2. Instead, it relates to their findings with older devices.

Additionally, Surface ranks highly in customer satisfaction—95% of Surface users say they have the right tools to get their job done<sup>1</sup>.

## Common Objection: We've heard about problems with the hinge

Microsoft designed the Surface Book 2 after extensive customer feedback and made noticeable improvements that you'll love.

The Surface Book 2 has a newly re-engineered hinge that will give you a more fluid experience compared to the first Surface Book. The hinge design has been optimized, and improvements were made to both single-handed opening and you'll notice reduced bouncing in the open position.

## Common Objection: I've heard Surface devices have minimal serviceability compared to other products

Microsoft offers a simple, straightforward process that fixes or replaces your device. You can pack up your device and ship it directly to Microsoft for us to manage the service process from end to end. With Microsoft Complete Care, you can get next-day service, so your teams can stay productive in the event something happens. If you're concerned about shipping a device filled with confidential information, you can always use Intune to remotely wipe the device before repair.

Microsoft offers a range of service plans, so no matter what your business needs, there's a service and support plan for you.

### Go here to compare options

[www.microsoft.com/en-us/surface/business/extended-service-warranty](http://www.microsoft.com/en-us/surface/business/extended-service-warranty)

## Common Objection: We bought a Surface device, and we noticed an odd scaling issue that we haven't noticed on other devices

The Surface device is a high-resolution device that works extremely well with high-resolution external monitors, such as 4K monitors. Display scaling issues usually only occur when the Surface's high-resolution screen is plugged into a low-resolution monitor. These can be managed with firmware and software updates, and sometimes with cabling.

Often Microsoft finds that the root cause of these issues lies with third-party apps, and not necessarily with the Surface device itself. As such, we are constantly working with our partners to improve these applications to optimize your Surface experience.