



## Microsoft Surface Pro Objection Handling

### Common Objection: I don't think it's worth upgrading

Each generation of Microsoft Surface Pro has been improved where it matters most from the previous version of the device. Sure, there are some things Microsoft Surface Pro have in common with earlier versions, but Microsoft kept the looks largely the same for a good reason—so it can be compatible with cases and other accessories that businesses already invested in. The interior, however, was rebuilt and better than ever.

#### BDM

Your team will be able to get more out of every moment working with 20% more processing power and 50% more battery life. And you'll notice a big change to the accessories your team relies on, too—a superior pen that allows for more natural inking and premium materials like the Alcantara type cover.

#### ITDM

The Surface Pro uses more powerful 7th Generation Kaby Lake processors, while the Surface Pro 4 comes with 6th Generation Intel® Core™ M, Core i5 and Core i7 options. The new Surface Pro also has a 50% battery life improvement over the Surface Pro 4 through a number of enhancements, including a larger battery, more efficient silicon, and changes to firmware and drivers. The enhanced power and battery life help your teams get the most out of every moment they're working.

### Common Objection: It's too expensive

Our design, materials, and quality of components in total are superior to what there is in the market. In terms of overall value, we've found that companies are investing in their digital transformation initiatives, and it's important for organizations to ensure their most talented employees have superior devices that allow them to take advantage of these digital transformation initiatives—whether it's working in the office, or on the road. With a versatile device like the new Surface Pro, you can be certain that your employees can access the information they need to get work done.

#### BDM

Surface Pro is designed around people, and supports their individual productivity. Equipped with a high-end, compatible, versatile device, they can achieve more in the time they have. Also, Surface Pro is built for Windows 10, and can help you make the most of your existing Windows investment. Office 365 (sold separately) gives employees full access to all their familiar Office apps.

- So your most talented employees can access professional-grade software and provide best-in-class service to your clients from anywhere.
- Improve employee satisfaction, motivation, retention, and attraction by giving them adaptive, high-performance devices that they feel proud of.

#### ITDM

- Replace multiple devices with a powerful 3-in-1 device. Surface functions as a desktop, laptop, and tablet. And, with Surface Pen, it can also be used as a whiteboard/creative canvas.
- Surface Pro offers frictionless integration with existing IT infrastructure. Some businesses are investing in additional IT resource in order to cope with the administration issues involved in on-boarding and configuring iOS devices, whereas integrating Surface devices is very straightforward using SEMM and Autopilot to securely get your employees' devices up and running.
- Built-in security measures like Windows Hello and BitLocker provides best-in-class security that will bring your employees and your clients greater peace of mind.

### Common Objection: I've heard about Consumer Reports' concerns over reliability issues with Surface Devices

While we respect Consumer Reports, we disagree with their findings. We stand firmly behind the quality and reliability of the Surface family of devices. Microsoft's real-world return and support rates and customer satisfaction data show we are on par with, if not better than, devices in the category.

Additionally, Surface ranks highly in customer satisfaction—98% of Surface Pro 4 users say they are satisfied with their device<sup>1</sup>.

### Common Objection: It's not durable enough—too flimsy

Our devices go through a rigorous quality assessment to ensure the device can withstand harsh environments above industry standards. There are third-party manufacturers who provide a whole range of ruggedized cases for the Surface family that meet military drop-test standards. So your Surface should be able to handle anything you can throw at it.

### Common Objection: I've heard the Surface has minimal serviceability compared to other products. Is this true?

Microsoft Complete extended warranties and additional services help your organization stay productive when the unplanned occurs. These plans may include warranty extensions, accidental damage protection and deployment services as well as next business day replacement options, so your team can stay productive if something goes wrong.

### Common Objection: I bought a handful of Surface devices and they struggled to integrate with my infrastructure. So why should I think about buying any more?

It's true, there were some issues with early editions of Surface Pro devices, but these teething problems have been addressed. We take our customer feedback very seriously and integrate that feedback into future iterations of the device so you don't have to compromise when it comes to your organization's devices. The vast majority of integration issues should be solved by applying updates. Have you applied these updates? Let me know if I can help you get support for these updates, and then we can pick up again once they have been applied.

### Common Objection: Every iPad I've ever owned has had LTE capabilities. Why would I want to buy Surface Pro?

The New Surface Pro is available with LTE Advanced and was designed with the modern workplace in mind. In fact, The Verge wrote a review in March 2018 with the headline, "The True Mobile Computer is Here."

#### BDM

Your team will love the versatility and mobility of Surface Pro with LTE Advanced, which allows them more face time with clients and the ability to collaborate with teams from anywhere.

#### ITDM

With both an integrated eSIM and a tray for a nano-SIM, you can set up the service on both, and your team can switch them through the Windows 10 settings app—ensuring simple connectivity from anywhere.

### Common Objection: I worry about the security of non-removable hard drives

The quality of hard drives is constantly improving and the failure rates are decreasing. We feel very good about the quality of the hard drives and offer a warranty option with Complete for Enterprise where we give you worry-free replacements for up to 1% of your non-bootable devices in your environment, no questions asked. For this warranty you do not need to send back devices to get a replacement.

### Common Objection: Why don't Surface Devices have a USB Type-C port?

Currently, the technology holds a lot of promise, but Microsoft Surface is dedicated to delivering the best possible experience and currently there are drawbacks to using USB Type-C.

#### BDM

The devices used by your organization have an impact on employee retention and morale and Microsoft Surface is dedicated to delivering the best possible experience to your users. USB Type-C shows a lot of promise, Microsoft is not opposed to the technology, and Microsoft may use it when the time is right. Currently, it is not the simplest or most reliable solution for your team.

However, our team is working on providing a dongle that helps us ensure we are delivering a reliable experience, because we know some users value the technology.

#### ITDM

We know USB Type-C shows a lot of promise, but Microsoft Surface is devoted to providing the best possible experience to your team through its devices. Currently, there will be problems with using USB Type-C. For instance, there is the problem of confusion—while many Type-C phone chargers will fit into a PC's port, and even light up the charging indicator, they rarely meet a 45W or 65W output to charge a Core i7 laptop. For your average user, Type-C can become too confusing and lead to troubles. Microsoft has held off from using USB Type-C but will likely adopt technology when the time is right for the average consumer.

However, our team is working on providing a dongle that helps us ensure we are delivering a reliable experience, because we know some users value the technology.

1. Surface and Workplace Satisfaction/Engagement Study, PSB