

Customer buying scenarios

When customers buy a productivity suite, they're hoping to solve a few key pain points in their organization. These questions will help you guide the customer conversation, identify the key pain points, and provide the relevant selling messages.

	Customer using an older version of Office	Customer not using Office
Pitch	Be even more productive with game-changing new capabilities, provided by the cloud.	Your business deserves the best tools to get work done.
Profile	<ul style="list-style-type: none"> É Customer is using an older version of Microsoft Office, likely Office 2003 or 2007. É They may think their version of Office is good enough for their needs and don't know what they're missing. 	<ul style="list-style-type: none"> É Customer is likely using Google Apps or OpenOffice. É May also be using Corel WordPerfect Office, or not currently using a productivity suite.
Qualify the customer	<ul style="list-style-type: none"> É Are you using Microsoft Office? Which version of Office do you have? É What are you using to create business documents, spreadsheets, and presentations? É Are you using a computer running Windows 7, Windows 8, or Mac OS X 10.6 or later? (see objection section for details) 	
Questions to identify pain points	<ul style="list-style-type: none"> É Have you considered upgrading to a newer version of Office? É If yes, what has prevented you from doing so? If no, why not? É Do you have remote or mobile workers? How do they access their work tools and documents on the go? É Are your documents and business data only accessible from the office? Does that prevent you from responding to customers and partners as quickly as you would like? 	<ul style="list-style-type: none"> É Do you spend a lot of time creating professional looking and high impact business, sales, and marketing materials? É Do you wish you had better tools to get your work done? É Do you have difficulty sharing documents with your suppliers, customers and partners? É Do your current tools lack essential features like the ability to work without an Internet connection?
#1 pain point and selling points	<p>It is difficult to get things done when traveling or on the go?</p> <ul style="list-style-type: none"> É Office automatically saves to the cloud, so your documents and important business info are available from virtually anywhere. É Further, Office 365 allows you to access, edit, and work on all those devices, and even devices that don't have Office installed on them with the Office Web Apps. É In addition to Office, Office 365 includes business class email, online meeting tools for screen sharing and audio and video, as well as online document storage and sharing. 	<p>I need to be able to create more professional, high-impact documents more easily and faster.</p> <ul style="list-style-type: none"> É Excel's tools allow for deeper analysis to gather better insights from your data, with intuitive and powerful formatting for sharing and making decisions. É Word allows users to open and edit PDF documents as if they were created in Word. É PowerPoint builds beautiful and dynamic presentations with professionally created templates, timed transitions, and animations, plus the ability to embed video. Put your best face forward during sales proposals and other presentations.
#2 pain point and selling points	<p>Upgrading Office is time-consuming and technically difficult.</p> <ul style="list-style-type: none"> É By installing from the cloud, customers can now download and install with a few simple clicks, and get to work quickly. Office also works with older versions of Office, with no compatibility issues. É Never buy Office again, as Office in Office 365 is always up to date. Microsoft will unobtrusively provide updates to Office in the background, so you don't have to worry about installing new versions in the future. 	<p>I have trouble sharing with and receiving files from customers, suppliers, and partners, and I waste a lot of time reformatting and fixing my documents.</p> <ul style="list-style-type: none"> É Over 1 billion people use Office today, and this probably includes your suppliers, customers, and partners. Using Office means your shared documents arrive with their intended formatting and effect.
#3 pain point and selling points	<p>Buying Office is a big up-front expense.</p> <ul style="list-style-type: none"> É Office 365 is purchased as a low-cost subscription, rather than a large up-front payment. Office works on 5 PCs and Macs (work and home), and all your mobile devices, with just 1 license per user. 	<p>I can't work with my documents unless I am connected to the Internet (for Google Apps customers).</p> <ul style="list-style-type: none"> É Office has rich offline support and the ability to work on online or shared documents. É Google requires specific browsers, only works for certain file types, and is not recommended for documents that are shared.

Common questions and objections

I saw it for a lower price with Microsoft direct.

É The price you saw is based on an annual commitment. What I offer is a monthly expense without any commitment. This means if you lose an employee or hire an intern, you only pay for the licenses you actually use.

É The other major point is that the value I offer you as a trusted advisor is included in that price. As you know, my ability to respond and get involved in your business success goes far beyond Microsoft's standard support.

É Our plans include no cost migration from your current system to Office 365 and Skype for Business.

I don't want to subscribe to Office.

Subscribing to Office 365 provides the benefits of the cloud. This includes being always up to date and being able to access your data virtually anywhere from almost any device.

I am also looking at Google Apps. Why is Office 365 better?

More than 1 billion people use Microsoft Office products, including your suppliers, customers, and partners. File sharing fidelity and quality are important for your professional image. Google Apps is oversimplified and lacks the professional features and capabilities that your business needs (e.g., grammar check, thesaurus, full offline support).