

Conduct your Microsoft® Windows Server 2008 sales call



Open

Hi, I'm _____ from [partners name], a Microsoft [partner type] Partner. I've been working with other companies like yours and have a proposal that will help you to optimise and secure your current infrastructure.

GET PERMISSION: Do you have a moment to explore the challenges you are currently facing? And to see how Microsoft Windows Server 2008 could help you address these issues?

Probe

Ask questions to uncover these types of pains

PAIN: What are the challenges you face within your server infrastructure?

- Do you need to reduce hardware, software and operating costs within your server infrastructure?
- Do you have a number of remote branch office sites and are concerned about the lack of security at these sites?
- Do you use a number of different operating systems and need to synchronise these on a single server?
- Is there a need for an easier logon process for remote users?
- Are you interested in having more secure and available servers? Do you need to reduce your downtime?
- Do you need to simplify your server management processes, and free people up for more business critical projects?

If customer doesn't identify with a pain point:

Objection could be due to lack of resources to install and configure new software, in which case suggest the Professional Services range.

If it is cost related objection then explain the possibilities of Microsoft Financing and Open Value licensing where suitable.



Prove Value

I think I can help you optimise and secure your core infrastructure

Benefits

Increase performance and reliability – Stable, scalable, faster networking and file transfer performance across all servers, increases performance across all offices.

Improve availability – Backup and restore features ensure mission-critical applications and servers are always available to employees, partners and customers; providing business continuity and no unplanned downtime.

Simplify server management – Easy deployment and fast setup allows you to start with the roles and features you need now and add what you want as your business expands. Save time by automating routine system administration tasks with Windows PowerShell and use Server Manager to get complete control of adding configuring and managing server roles and features.

Improve security – With enhanced security features you will benefit from greater protection for networks, data and business; increasing peace of mind and allowing secure collaboration over existing infrastructure. Increased security also prevents viruses from spreading, and makes identity and access management simpler. Gain added security for branch offices where physical security cannot be guaranteed.

Reduce costs and environmental impact – Powerful 64-bit servers allow the virtualisation of multiple operating systems on one server; reducing hardware, management and power costs.

Provide richer Web experiences – Improved administration and powerful new tools provide superior web-based solutions, which enable users to connect with each other, and their data more easily.

Deliver flexible access for remote users – Terminal Services provide technologies that enable access, from almost any computing device, to a server running Windows based programs or a full desktop.

CONFIRM: Would this be of interest to you?

Develop the Lead

I'd also like to talk to you about your licensing situation

Ask how many servers, users, CALs do they have?

See licensing cheat sheet at www.reachformicrosoft.com for more details. Present the best way to license the solution

Inform customer of the benefits of adding Software Assurance to their purchase.

To ensure they are kept up-to-date with any new versions of the software they are buying.

Other key benefits of Software Assurance:

- Deployment planning assistance
- Access to 24x7 product support
- Migration and software management tools
- Access to classroom training

Inform customers of the Professional Services you offer, to assist the installation or configuration of their server software. Offer our professional services including installation and configuration.

Objection handling

Ask customer if they have any further questions?

Windows Server 2008 is just an update to the operating system

Windows Server 2008 is the next generation of server operating systems that helps IT professional maximise control over their infrastructure while providing enhanced availability and management capabilities, leading to a significantly more secure, reliable server environment.

Linux/Apache is a much more manageable Web platform

IIS 7.0 provides significant enhancements, including a completely modular implementation, so only the modules you require need to be installed.

End the Call

Recap the solution offered and discuss a budget and timeline.

Inform your customer that you will take the information, get a quote and come back to them within 24 hours.

Call up your Bell Micro Account Manager to get a quote and call your customer back to make the sale.