



Main Objections and How to Handle Them

“We already have laptops.”

Surface Pro does everything a laptop can do without the bulk or weight. It runs on powerful Intel® Core™ processors to keep up with the most demanding day. But even better than laptops, snap off the magnetic Type Cover and you have a tablet for note-taking with Surface Pen.

“We’re using another brand.”

Other brands are good for some things, but Surface offers Business departments much more.

- Direct access: Your team can access their data and programs remotely without having to launch a separate VPN.
- Compatibility: All your apps and programs will continue to work with Surface. No need for additional software purchases or development.
- Run full applications: Your students and faculty no longer need to be hampered by incomplete versions of software. Surface allows them to run full-featured versions of the programs they rely on.

“Our students and faculty don’t want to carry a ton of devices around.”

With Surface, your Business students and faculty will no longer need to juggle tablets, laptops, and other devices. Surface devices are like their portable office. They can use Surface Pro 9 in tablet mode or in laptop mode. Plus, these devices are capable of running professional-grade programs.

“We don’t have the capability to manage another device like tablets.”

Surface Pro is more than a tablet—it’s a powerful business device with state-of-the-art Intel® Core™ processors. Which means it easily fits standard policies/practices already in use for Windows laptops. Plus with Surface products, students and faculty can manage all their work with one device.

“We need a product that runs all the programs and applications that you’d find on a desktop.”

Surface products come with Windows 11 Pro that can handle any workflow. Users will be able to run multiple apps on one screen and easily switch between them. Select devices are also available with Windows 10 Pro.

Selling Microsoft Surface to Business School and Financial Departments



Challenges

- Supplying their team with the proper technology to perform their unique job functions
- Need to collaborate with group projects
- Would like to have conference calls from afar
- Need peace of mind for lost devices and passwords



The Ideal Device

- Is lightweight and portable making it easy to carry, yet powerful enough to handle demanding tasks
- Shares work easily and offers collaboration
- Runs the software applications and programs that today’s leading businesses require to remain competitive, efficient, and innovative
- Brings lectures and presentations to life with stunning full HD
- Keeps work and research safe with state-of-the-art Windows Pro security
- Has a long battery life

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Recommended Devices



Surface Pro 9

With a virtually edge-to-edge 13" PixelSense™ touchscreen, users will have more screen space to utilize on the Surface Pro 9. Ultra-lightweight and versatile, the Pro 9 runs all the programs commonly used by Business departments with lightning fast performance.



Hub 2S

Faculty and students will be able to collaborate effortlessly with the Hub 2S. Bring any presentation to life with the Hub 2S. This all-in-one device is built for teamwork and is great for hosting online meetings and for giving presentations.



Upsell Opportunities

Surface Pen

This is a must-have accessory for anyone that likes to write on a screen. Users can handwrite notes on the screen, and just as easily flip it over to use it as an eraser. So whether they're working on a presentation or writing notes for class, the Surface Pen makes it easy for any project.

