



## Main Objections and How to Handle Them

### **“We already have laptops.”**

Surface does everything a laptop can do without the bulk or weight. It runs on powerful Intel® and AMD Ryzen® processors to keep up with the most demanding day.

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

Surface 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.

### **“It’s expensive to upgrade to new laptops.”**

Surface devices are built on customer feedback. Considering the updated security features, faster processors, and better graphics, and the quality of the products, they are well worth the investment.

### **“We can’t sell Surface devices because our university won’t support it.”**

This isn’t something you’ll have to worry about with Surface devices. All Surface devices come with Advanced Exchange, eliminating the need to carry loaner devices.

### **“We need to have devices that protect against security threats.”**

Surface devices come with Windows 11 Pro which is a game changer for protecting user identity, devices, and information. Select devices are also available with Windows 10 Pro.

# Selling Microsoft Surface to IT Departments



## Challenges

- Able to work in the office and remotely
- Accessing information quickly and securely
- Security breaches
- Other brands that are not supported on campus



## The Ideal Device

- Is lightweight and portable
- Has state-of-the-art security features
- Has automatic risk mitigation and reduction of IT complexity
- Is compatible with other computer brands

# Selling Microsoft Surface to IT Departments

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## Recommended Devices



### Surface Laptop 5

For general IT work, the Surface Laptop 5 is a great solution. The Laptop 5 can handle the work of IT personnel and can connect to other screens without overheating. Plus, the Laptop 5 has plenty of storage options and excellent graphics which are essential for them to do their work.



### Surface Laptop Studio

The Surface Laptop Studio delivers the performance to boost work flows. The Laptop Studio has a Quad-core 11th Gen Intel® Core™ H35 processor which allows IT professionals the ability to handle all the challenges that get tossed their way.