Windows SBC
Telesales Scripts

March 2022

Recruit: System builders or component resellers

Introduction: purpose of call and time needed (5mins)

"Opportunity to grow your business and build customer loyalty. Ensure you offer your customers the latest technology on components and software to build their PCs."

Message 1:

Introduction: " We know your business is being impacted by challenges in the component supply chain (see appendix for details). We understand at this moment it is not easy for you to find the right PC components at the right price. "

Why:

Anybody building a new PC will demand the latest technology for every component. Windows 11 is modern, fresh, light, and familiar. Optimized for working, learning, and playing by delivering great experiences.

Windows 11 is available now (depending on available offers) at a special price if bought with X component.

Additional W11 facts in the next slide.

Message 2:

Introduction: "The Launch of Windows 11 is a driver for both consumers and businesses to refresh their old devices and buy new devices now. Customers are demanding Windows 11."

Why: we are seeing increasing PC demand as there are still millions of devices in Europe older than 4 years, modern devices with W11 are more secure, productive and easier to manage. These customers will look for PCs that include the latest technology.

According to the 2020 Techaisle study:

59% of surveyed SMBs plan to increase investment in remote work

67% of surveyed SMBs experienced a security breach resulting in an average 3.3% revenue loss

79% of surveyed SMBs planned to replace older PCs

32% of Windows 10 PCs are 4+ years old

Additional Windows 11 Pro benefits:

W11 is the first OS designed for hybrid work: Productive Simple, powerful UX to improve employee productivity and focus Collaborative A smarter way to collaborate with Microsoft Teams Consistent App compatibility and cloud management make adoption easy. Secure Zero Trust-ready OS to help protect data and access, anywherea simple, powerful UX helps improve employee productivity and focus. App compatibility and cloud management make adoption easy. A Zero Trust-ready OS helps protect data and access, wherever business takes you.

- **Productive:** Simple, powerful UX to improve employee productivity and focus
- **Collaborative:** A smarter way to collaborate with Microsoft Teams
- **Consistent:** App compatibility and cloud management make adoption easy.
- **Secure:** Zero Trust-ready OS to help protect data and access, anywhere
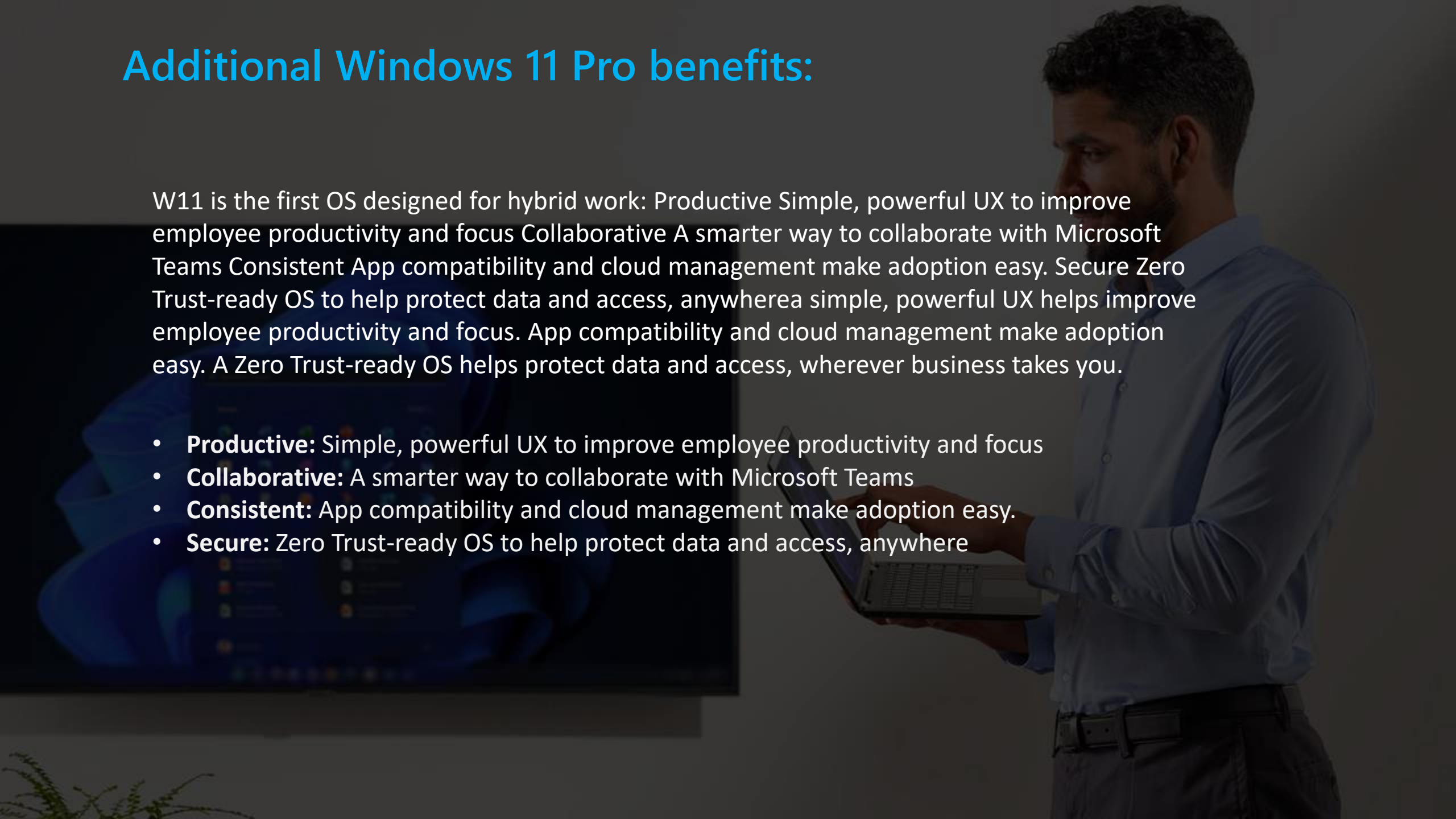
Recruit: System builder or component resellers

Objection1: I can find a much better price for W11 SBC in other channels.

Answer: a significant lower price is a warning sign that indicates that these offers may be related to non-genuine software.

Non-genuine software may contain malware and would lack the security measures to detect them. Without knowing it, you may be opening your customer business to serious threats, like:

- **Ransomware:** Software intended to damage or disable a computer.

- **Spyware (Trojan horse) :** Software intended to secretly gather information about a person or organization.

- **Identity theft:** Using someone else's identity to gain financial or other benefits.

- **Security issues:** Non-genuine software may cause issues with security patches, making a computer more susceptible to security threats immediately or after a timed activation.

Objection2: some companies have agreements with Microsoft that include Windows, so they don't need to buy PCs with Windows pre-installed.

 Answer: Enterprise Customers need to have a qualifying OS (Windows 10/11 Professional) on each computer before upgrading to a Volume Licensing agreement. PCs with no Windows OS or Windows Home Edition licensed PCs don't qualify.

While Volume Licensing does offer full versions of Microsoft software, it doesn't cover Windows desktop operating systems. Volume Licensing Agreements aren't full Windows operating system licenses. Windows volume licenses are for upgrades only and require a qualifying full operating system to be installed on the computer as a pre-requisite. As a result, you must first have a genuine and fully license Windows Pro Operating System before you can use a Volume Licensing Agreement.
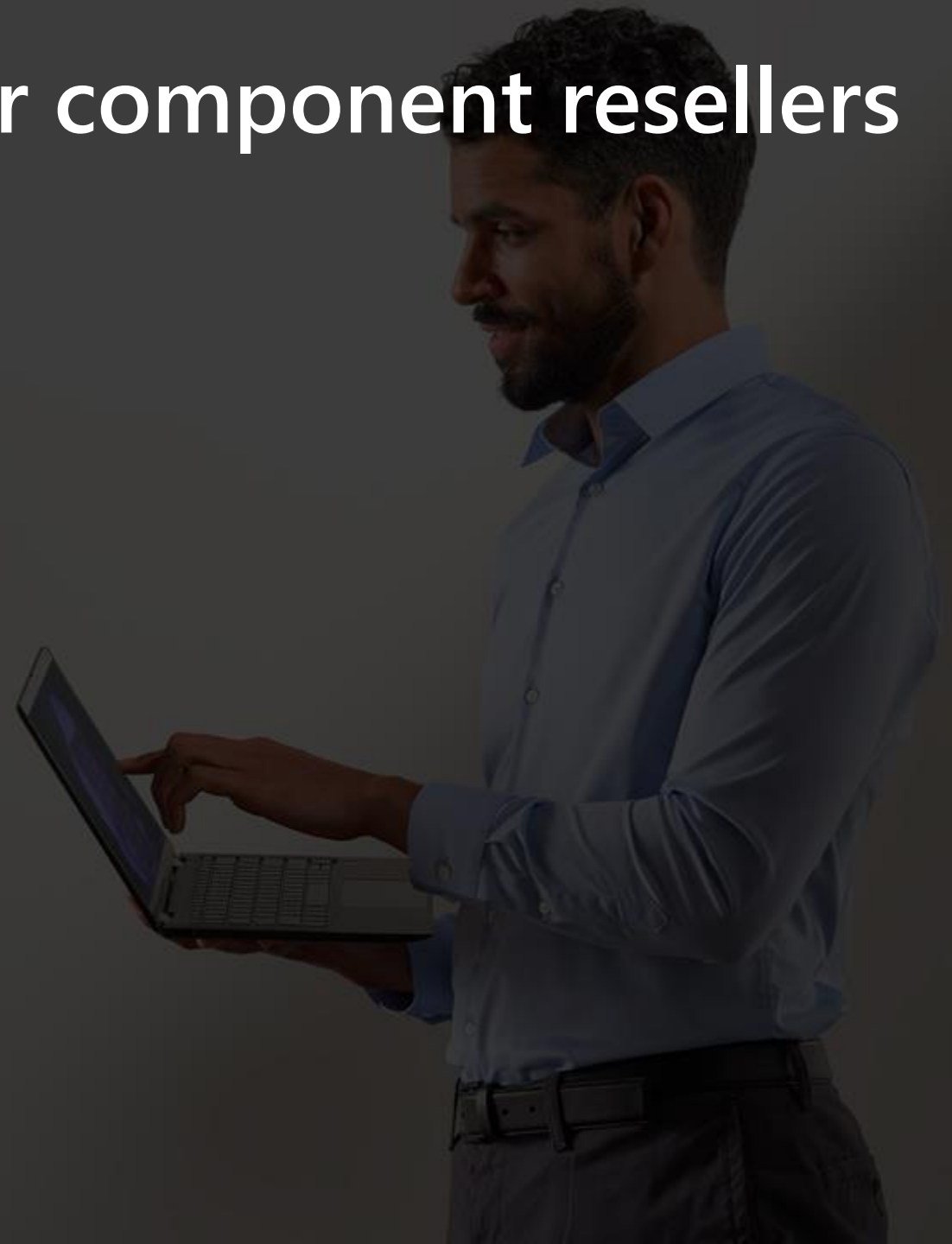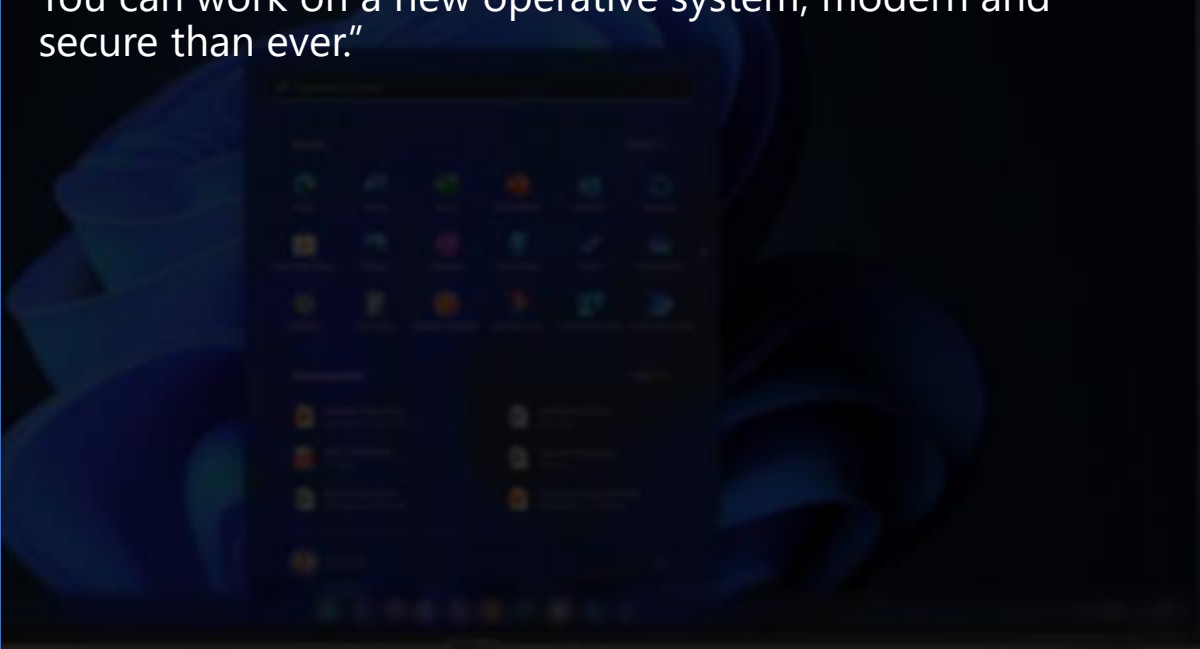
Recruit: System builder or component resellers

Objection 3: W11 may not be compatible with other components, peripherals or applications:

Answer: "Windows 11 have the same 'Core' of Windows 10 and Windows Server 2022, that means that apps that work on Windows 10, can also work on Windows 11.

You can work on a new operative system, modern and secure than ever."

Perform: Genuine adoption

Introduction: purpose of call and time needed (3-5mins)

"We would like to underline the importance of Genuine products, in case someone of you clients ask about it"

Message 1:

Introduction: "More security with genuine Microsoft software."

Why:

"Protect your IT systems by using genuine Microsoft software. The use of illegal software increases the risk of infecting one's own IT systems with malware. Genuine Microsoft software, on the other hand, offers protection against malware: Through regular updates, it always remains technologically up-to-date.

- 25% of users have already been victims of crime on the Internet
- 52% of small businesses are afraid of virus and malware attacks

Objection: Product keys are offered at very low price

Response:

Caution should be exercised when buying mere product keys, because <u>Microsoft product keys do not embody licenses</u>. They only serve to enable a legitimate licensee to activate and thus in fact to use the software permanently. However, they do not include any rights of use to a computer program.

If you only receive a product key and a download link, you may only use the software if you have received an actually existing right of use together with the product key.

The fact that a product key "works" during activation is not yet proof that a right of use has also been transferred. The respective user of a "used" computer program must ensure that the above requirements are all met.

Product keys that belong to licenses with customers in non-European countries are problematic. In these cases, the copy of the program associated with the license was regularly not placed on the market in the EEA or the EU. Product keys that have been used for activation many times and in different countries without your seller or you knowing which previous purchasers made the activations are also problematic. It is then usually not clear whether all previous purchasers have made their copies unusable.

<u>Individual product keys for OEM versions of Windows 10 can also be problematic.</u> If, for example.B, such a product key has not yet been used for activation, i.e. is apparently "new", then it can be a product key that was stolen from an OEM partner, which unfortunately happened in the past.

Perform: Genuine adoption

Introduction: purpose of call and time needed (3-5mins)

"We would like to underline the importance of Genuine products, in case someone of you clients ask about it"

Message 3:

Introduction: "Only Genuine products can guarantee a future for the market because the market stay safe when all parts of the channel are in a genuine position, from the developer to the final user."

Why:

"A genuine product costs more than a not genuine one,but promise more than the product itself.

- Post purchase selling support for any type of problem, that's typically included into the price (24/7 for Microsoft 365, first 60 days for Office 2021).

- insurance about a fully functioning product thanks to the life envisaged, without any unexpected stop and will not turn suddenly off."

Message 4:

Introduction: "Selling Genuine products is the only way to increase the trust that customers have in you and in your brand.

Why:

"Investing in a not genuine market can increase the risk for the final costumer. Do you know that 20% of malware is found on machines when people double their time on piracy sites (from Technology Policy Institute, a statistic of March 2018)"

"Security is the first voice for each business: there is not security with not genuine software, by default. Remember that some of the most important European laws, such as GDPR, required secure infrastructures (that include PC) and only with genuine software you can secure it"

Recruit: Business/IOT resellers

Introduction: purpose of call and time needed (5mins)

"Opportunity to grow your business promoting the productivity needs of your customers"

Message 1:

Introduction: "Your proposal to the market cannot fail to provide the best operating system in the market. Let me explain the value of Windows 11 and why promote it to your customers".

Benefits

Core: "Windows 11 use the same 'core' of Windows 10 maintaining the same compatibility with APPs, but at the same time offering a new interface, much simpler and easier to use with multiple functions."

Licensing: "Windows 11 keeps the same licensing of Windows 10, with the same experience for installers, so it's very easy to catch the opportunity and migrate to the new OS."

Message 2:

Introduction: "The opportunity is even greater now, because of the Launch of Windows 11 that is creating strong demand across the channel".

Benefits

Collaboration: "Windows 11 is perfect for hybrid environment thanks to Teams for Life that make easy to every user to chat and have video calls with coworkers and partners directly for the App bar.

Productivity: "Windows 11 new UI (interface) is fresh and clean compared with Window 10 making them more productive because easier to use."

Recruit: Business/IOT resellers

How to collect feedbacks from the calls

Listen
What is feedback from Partner?
Refer to objection handling if needed.

Commercial Offer
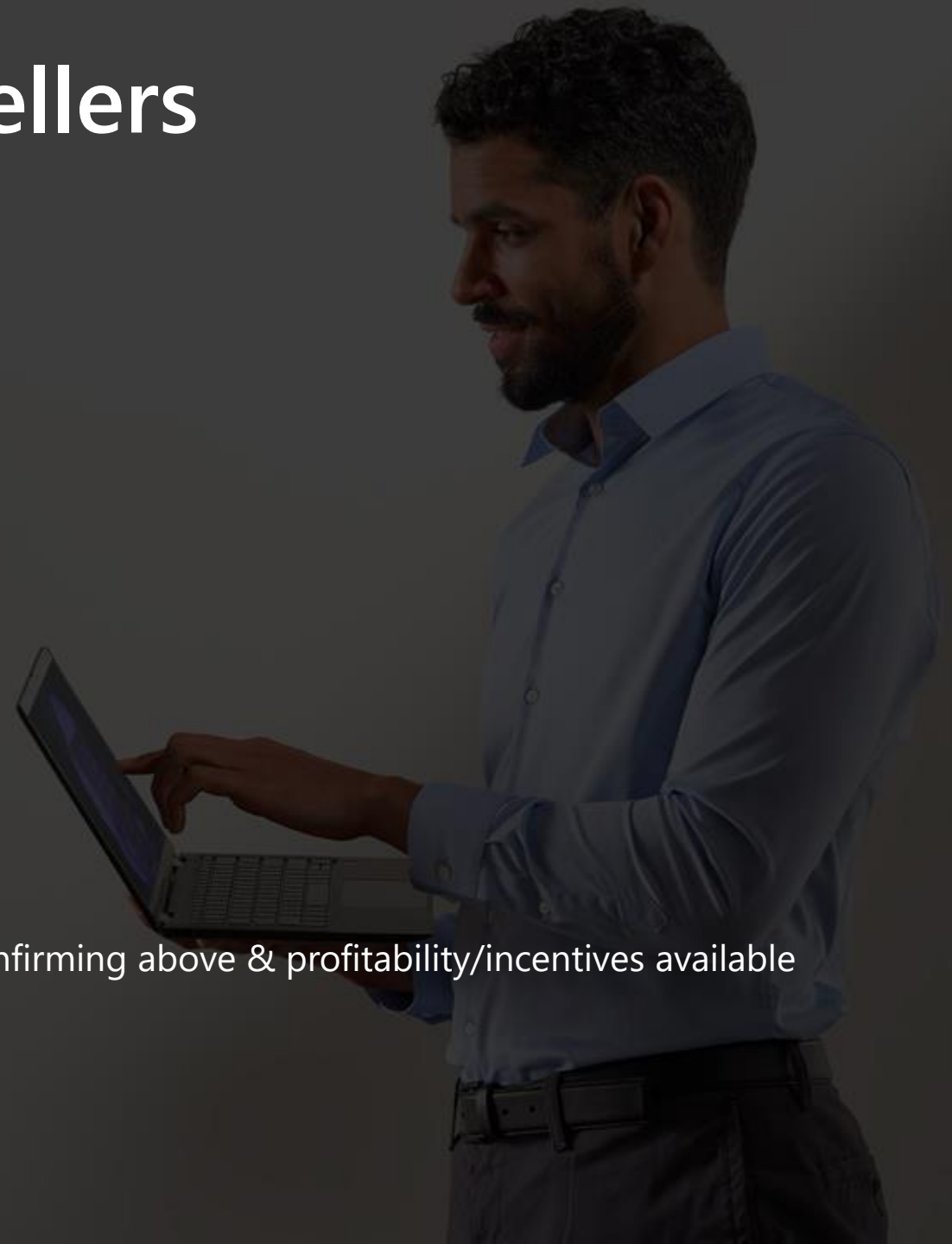Exclusive Value Services
Content, Training, Pre-sales.

Ask
Is partner interested, if not then ask why
(See Objection Handling)

Send
follow up email & Call to Action in x Days (Activation Offer?) confirming above & profitability/incentives available

Recruit: Resellers focused on Gaming

Introduction: purpose of call and time needed (3-5mins)

"Opportunity to grow your business with the best solution for the gaming"

Message 1:

Introduction: "When a gamer decides to opt for a custom PC, it means that it has broad expectations as regards performance, but also for appearance and functionality. Windows 11 is a great opportunity to give to them the best experience on Windows, in and out of the game."

Benefits-Auto HDR: "With Auto HDR, every user can enjoy the way to see a game in a new, fantastic way of color contrast and deep, a new incredible experience with the same game. And one of the best things is that AutoHDR is completely automatic, so whoever installs the PC doesn't have to do anything, Windows 11 detect the display and the game and if they are compatible, the Auto HDR starts itself."

Message 2:

Introduction: "Every gaming player wants to go the maximum level: there is no other way to be at the top. A PC with Windows 11 is the first step to promise to a user that the future is here"

Compatibility: "Remember that every game that run on Windows 10 also can run on Windows 11 at the same time*, without any changes from developers, don't be warried about the compatibility!"

Message 3:

"The opportunity is even greater now, because of the Launch of Windows 11 that is creating strong demand across the channel".

* The migration from Windows 10 to Windows 11 is soft, thank you to the same 'Core', that is the part of the OS that controls the Apps. Microsoft is monitoring the situation, but please reporting any bug to the developer.

Recruit: Resellers focused on Gaming

Introduction: purpose of call and time needed (3-5mins)

"Opportunity to grow your business with the best solution for the gaming"

Message 3:

Features like DirectX 12, DirectStorage and Auto HDR enable breathtaking, immersive graphics at high frame rates with faster load times and a wider, more range of colors.

Windows 11 allows for a variety of hardware and software combos. Plus, it's the desktop operating system with the most games to choose from—old, new, and now even the once console-exclusive.

Play over 100 high quality games with friends on your PC, console, phone or tablet for one low monthly price.^ With games added all the time, there's always something new to play.*

[*] Xbox Game Pass subscription sold separately. Terms and exclusions apply. Game catalog varies over time, by region, and by device. See xbox.com/gamepass and https://www.ea.com/eaplay/terms for details
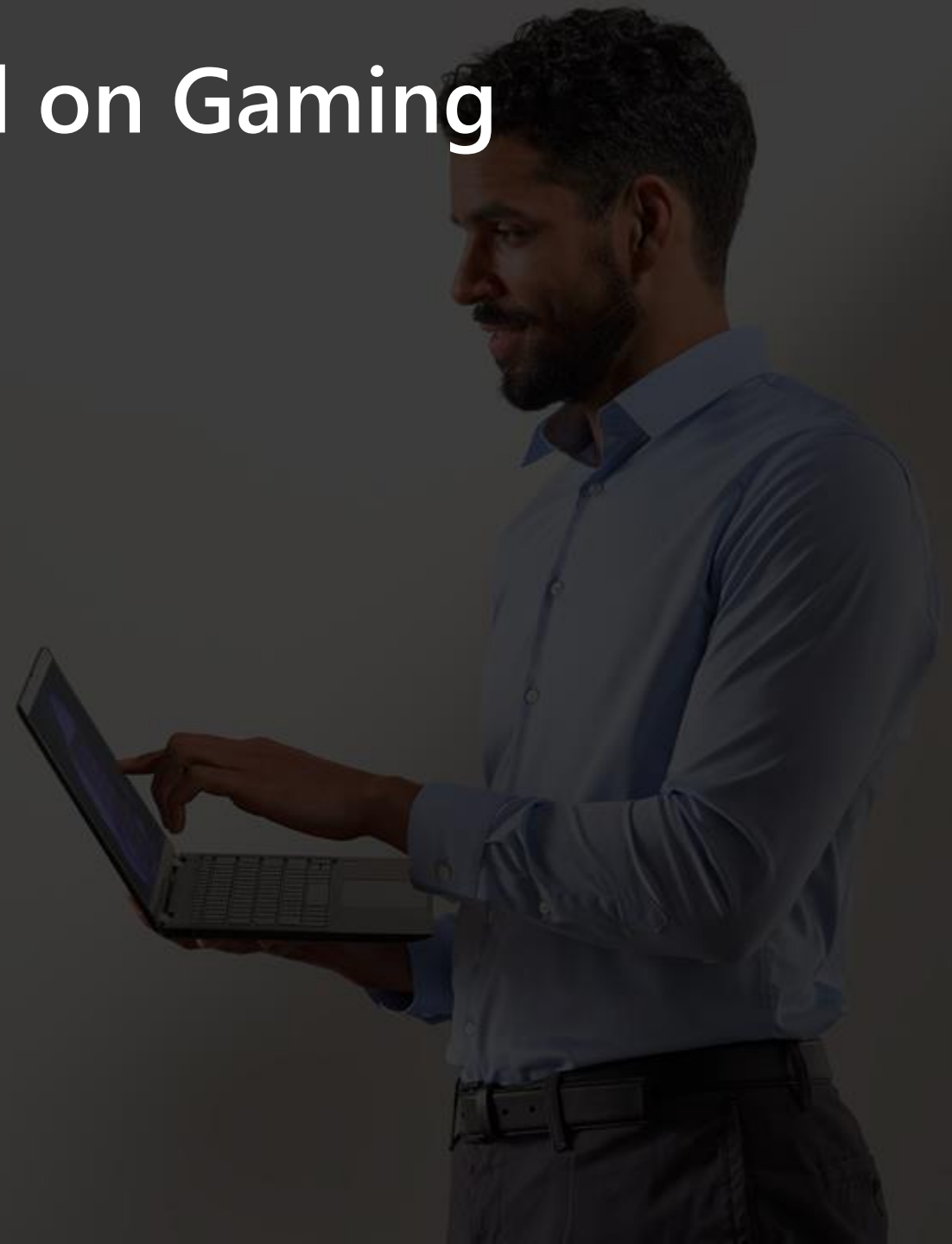
Recruit: Resellers with focus on Gaming

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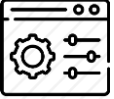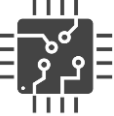Is partner interested, if not then ask why
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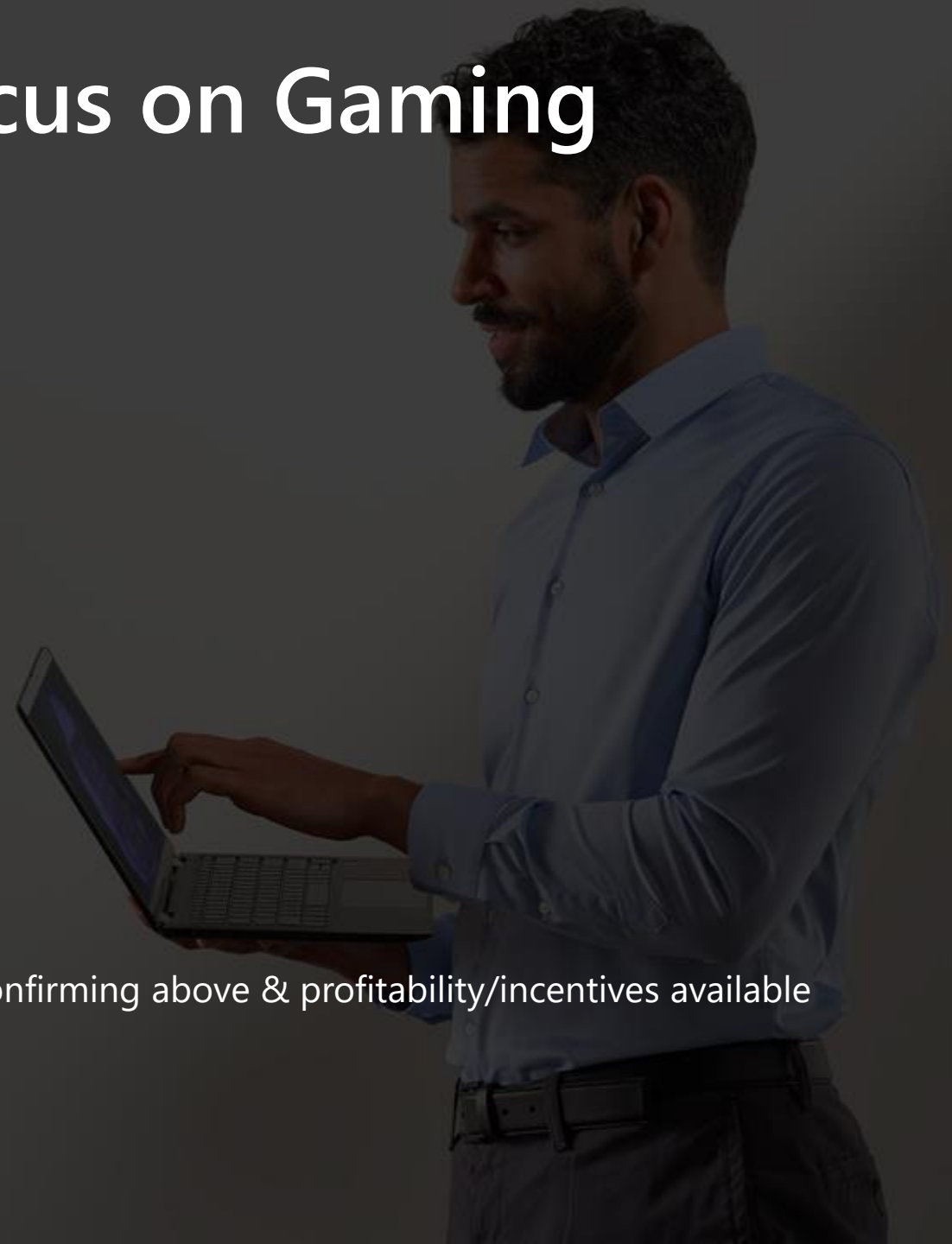
Perform: Genuine adoption

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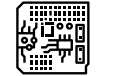(See Objection Handling)

Confirm
Agree next steps
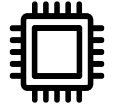
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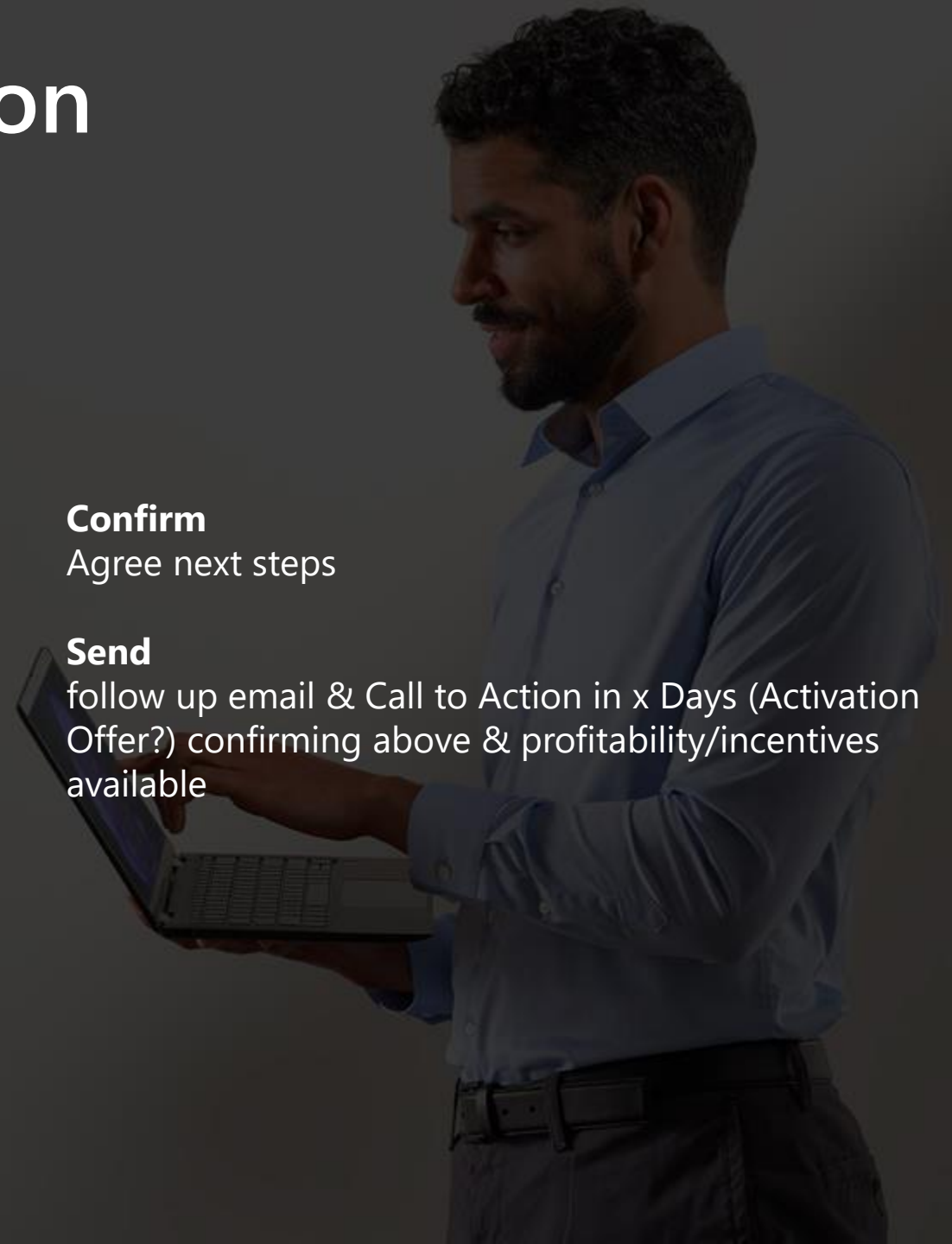
Component Volatility Continues through FY22 H2; ICs remain primary gating component

Demand continues to outpace supply driving component shortages and ASP pressures; yet PC shipments continue to be incrementally better

Components	Impact	Insights
Panels/Screens	High	• Major factor **is Panel Driver IC** supply constraint • Some 11.6" demand (mostly CB) shifting to 14.1" as prices are close ($43.5 vs. $45) • Panel production impacted by China power shortages • *Suppliers: BOE, Innolux, AUO, Foxconn (Sharp), Tianma, Visionox, HannStar, LG Display, Samsung*
Integrated Circuits (ICs)	High	• Overall IC supply getting tighter due to Holiday season and increasing competition from Auto and Consumer Electronics • Malaysia COVID lockdown (that impacted IC suppliers) improving; full capacity expected in next 2-3 weeks
CPU/GPU	Medium	• Intel expects IC/substrate shortages to continue through CY22 • GPU supply becoming tight again as Crypto demand rises out of China • Additional disruptions on CPU/GPU material and equipment caused by power shortages in China
Trusted Platform Module (TPM)	Low	• Partners evaluating TPM capacity and demand for Windows 11. Current risk is low.
Printed Circuit Boards	Low	• Upstream PCB suppliers impacted by power shortages in China • Supply risk increasing in Q4 and Q1 FY22 as high demand from EV and consumer electronics *Suppliers: T-Mac Techvest, Gold Circuit Electronics, HannStar Board, Tripod Technology*
Battery	Low	• No supply gap now but risk is rising as EV and consumer IoT competing for raw material • Raw materials sourced from China; Notebook battery cell packaging based in China *Suppliers: Simplo Technology, Dynapack, BYD, Elentec, LG*
RAM/SSD	Low	• DRAM supply expected to be greater than demand in Q2; prices expected to drop 3-8% • Highly automated; supplier diversification available outside China *Suppliers: Samsung, SK Hynix, Micron hold >90% DRAM share*

Logistics / Transportation	High	• Freight remains elevated compared to Pre-COVID
		  Air: US-bound @ 2.7x – 3.9x, EMEA-bound @2.8x – 4x compared with pre-COVID
		  Sea: US-bound @ 3x-4x, EMEA-bound @4x-5x compared to pre-COVID