

A high-quality space photograph showing the curvature of the Earth from space, with the Moon visible in the upper right corner. The Earth's surface shows clouds and some city lights at night. The background is a deep blue space filled with stars.

KEEP UP WITH TIMES

“Pitch Perfect” - Modernization Telesales Scripts

PRE-CALL PREPARATION

1. Identify correct contact at Customer (Purchase decision maker/User)
 2. Be clear on the "Value proposition & offer"
3. Draft Follow-up email confirming offer & call to action w/ the Office 2021 value prop

CALL SCRIPT

- **Introduction:** purpose of call and time needed (3-5mins)
 - "We would like to highlight the opportunity to **Modernize and Improve** the way you work, by upgrading your legacy Office version to the new Office 2021, which fully addresses modern requirements, including remote and hybrid working needs."
- 1. **Message 1:** "May I ask you, which version of Office (if any) are you currently using?"
 - *Unless the customer responds with 'Office 2021' or any 'Microsoft 365' product, please proceed to the next message – otherwise say: "thank you for your time, sounds like you have a great solution already, so I won't take up more of your time!"*
- 2. **Message 2:** "The way many of our customers work today, is different from just a few years ago – now most have a requirement to work safely and effectively from anywhere. To solve for that Microsoft have recently launched **Office 2021** which has a set of new features designed to support **Productivity, Collaboration (remotely) & Security**"
 - "May I ask you, which one of these areas (Productivity, Collaboration & Security) would be of most interest and relevance to you?"
 - *If customer says 'No' or 'Don't know', say: "No problem, I realize it's not easy to answer – will you allow me to send you an email with some more general information around this product, so that you can learn more about it, at your own discretion?"*
 - *If customer says 'Yes, which Area/Pillar', say: "Thank you for sharing that with me, I can understand why this important to you, as it is for many businesses - will you allow me to send you an email with some more information around this particular topic, so that you can learn more about it, at your own discretion?"*
- 3. **Listen:** What is the feedback from the customer - refer to objection handling if needed
- 4. **Confirm:** Agree next steps
- 5. **Send:** Follow-up email with Call-to-Action (product offer & pillar/general value proposition – how to buy/order)

OBJECTION HANDLING

- *"I am not interested, thank you.."*
- Thank you for the feedback. Would you mind sharing why you are not interested?
- *"I already have Office 2021 (or) Microsoft 365 that I bought elsewhere..."*
- Thank you for sharing that, it sounds like you have a great solution already – would you mind if I ask you why you bought elsewhere (or there)? what other benefits or value you get from there?
- *"I'm happy with my current (older) version of Office..."*
- Thank you. It is important to also know, that the new Office 2021 has all Office features of the cloud M365 offering (like simultaneous editing of files, tasks and messaging, outlook translation and smart algorithms building) integrated, in order to be able to offer this value to all customers.
- *"I'm happy with my "free" (or) cheaper solution..."*
- Thank you. Would you be able to share any more on this?
- While competition is always beneficial, it is important that you are aware of the risks of using pirated products, which leaves your business **more exposed to security breaches**. Are you aware that 1/3 of the global security attacks target SMEs and in more than 60% of the cases they manage to stop their operations? This is more important now since remote working increases risks of data breaches & GDPR.
- There are also **reported performance issues** with compatibility issues, and of course legal implications. These suspicious products are mainly offered through **online marketplaces** in very low prices.
- *One in three pirated copies of PC software cause infections with harmful software**
- *"I'm not ready to invest more, as I'm running on an old device..."*
- Thank you. That's a good point, there are many good reasons to upgrade to a modern device too, and usually you'll be able to get an even better deal on Office 2021, when buying it with a new device. Would you consider letting me help you with that?



THANK YOU