

Step 1: Always ask for the sale

Help resellers understand that the best time for their customers to buy Office is with a new PC or tablet running Windows 8.

What should you say?

New PC sale: "Your customers will need Word, Excel, or PowerPoint on this PC, but Office is not automatically included. Customers are 5 times more likely to buy if you recommend it."

Office 2003: "Do check if your customer is still running Office 2003? If so, mention that it goes end of life on 8 April 2014 with no more updates. Then talk to them about the benefits of new Office."

Reseller opportunity: "You can earn margin and programme incentives on Office sales, and it will help you drive renewals and sell additional services."

Step 2: Why new Office?

Killer Apps: "There are loads of new features on the Office Apps that your customers are familiar with. For example:

- **Word** can now make PDF content including lists, paragraphs and tables act like a Word document.
- **Excel** recommends the most appropriate charts, tables and graphs based on patterns in your data.
- In **PowerPoint** you can now read your speakers notes on your PC whilst presenting in full screen mode.
- **Outlook** now has Inline reply and Quick Peeks so you can see your calendar, people and tasks without leaving your Inbox."

New ways to purchase: "Your customers can choose from Office 2013 for their PC, or Office 365 which they can run on multiple devices. Office 365 is a cloud-based service so there is no upfront cost, just predictable annual or monthly payments."

Tablets and Macs: "Customers can run Office 365 on their PC, tablet or Mac."

Touch: "It's amazing on Windows 8 touch devices. The streamlined user interface gives a great touch experience – you can highlight text, pinch and zoom with your fingers."

Step 3: Picking the right SKU

"Let's find the right options for your customer and I can cost them up for you."

	Consumer			Business					
	Student	1 -5 users		1 -10 users		11-250 users			
Are they a business or a consumer?	Consumer			Business					
How many users in their home or business?	Student	1 -5 users		1 -10 users		11-250 users			
Which best describes the customer?	University student	Student/Light home user	Multiple devices (PC/Mac) household	Light home worker wanting business email	Small business requiring full Office and database function	Small business that wants Office and cloud services	Business needing in house marketing tools	Business needing real time communication function	Larger or growing business requiring raft of services
	Office 365 University	Office Home & Student 2013	Office 365 Home Premium	Office Home & Business 2013	Office Professional 2013	Office 365 Small Business Premium	Office Standard 2013	Office Professional Plus 2013	Office 365 Midsize Business
Microsoft part #	R4T-00039	79G-03549	6GQ-00020	T5D-01574	269-16093	6SR-00005	See VL pricing	See VL pricing	See VL pricing
Differentiator	Office Apps and 60 Skype minutes pcm for whole university career	Best value office excluding Outlook	Outlook, 5 PC/Mac devices and 20GB SkyDrive	Office Home & Student with Outlook	Office Home & Business with Access and Publisher	Office Professional with Lync, Sharepoint and Exchange	Core Office and Web Apps, and two devices	Office Professional with Lync, and two devices	Office 365 with Active Directory, expanded support and IT admin
Users	1	1	Household	1	1	1	1	1	1
Devices (PC/Mac)	2	1	5	1	1	5	2	2	5
Version Upgrades	✓		✓			✓	With SA only	With SA only	✓
License term	4 years	Life of device ¹	1 year	Life of device ¹	Life of device ¹	1 year	VL transferable ³	VL transferable ³	1 year
License type	FPP ²	FPP ²	FPP ²	FPP ²	FPP ²	FPP ² /Advisor	VL	VL	VL/Advisor
						Max. 25 users			Max. 300 users
						25+ upgrade to Midsize			300+ upgrade to Enterprise

¹ Non-transferable license. Exeptions are granted when software is on a PC that is replaced under warranty

² FPP SKU is now medialess

³ Transferable = Licence is not tied to the life of the device and may be transferred

⁴ Entitlements vary by product

■ Subscription ■ Perpetual

25+ upgrade to Midsize

300+ upgrade to Enterprise

Objection handling

Shared

“I am not sure about the subscription payments”

Purchasing Office 365 allows you to pay annually rather than in one large upfront cost. You also receive future rights to version upgrades.⁴

“Office 2003 is sufficient for my needs”

Office 2003 launched 10 years ago. In that time we’ve seen amazing improvements, enabling you to produce professional documents, edit PDFs, create professional multi-media presentations in-house and share information better, including video and voice conferencing.

Consumer:

“I am considering/using Google Apps”

Office 365 integrates seamlessly with Office – the most commonly used productivity platform - and does not scan customers’ email for ad targeting.

“Our family all have different devices and needs”

With Office 365 Home Premium you get most Office Apps including Outlook and Skype for up to five devices (PC or Mac) on one subscription. For Smartphones you can access SkyDrive and Sign in to Office.

Business

“I’m worried about security in the cloud”

Office 365 is the first major business productivity public cloud service to implement rigorous ISO 27001 security controls on physical, logical, process and management.

Customers can export their data at any time and there is no advertising on Office 365. No scanning of emails or documents is carried out for data mining purposes.

Applications	Office 365 University	Office Home and Student 2013	Office 365 Home Premium	Office Home and Business 2013	Office Professional 2013	Office 365 Small Business Premium	Office Standard 2013	Office Professional Plus 2013	Office 365 Midsize Business
Microsoft part #	R4T-00039	79G-03549	6GQ-00020	T5D-01574	269-16093	6SR-0005	See VL pricing	See VL pricing	See VL pricing
Distributor part #									
Word, Excel & PPT 	✓	✓	✓	✓	✓	✓	✓	✓	✓
OneNote 	✓	✓	✓	✓	✓	✓	✓	✓	✓
Outlook 	✓		✓	✓	✓	✓	✓	✓	✓
Publisher 	✓		✓		✓	✓	✓	✓	✓
Access 	✓		✓		✓	✓		✓	✓
Lync 						✓		✓	✓
InfoPath 						✓		✓	✓
Web Apps 	On SkyDrive	On SkyDrive	On SkyDrive	On SkyDrive	On SkyDrive	✓	✓	✓	✓
Subscription Value									
60 Skype world minutes/month	✓		✓						
Support	Basic		Basic			Basic			Expanded
Exchange Online (email)						✓			✓
Lync Online (UC)						✓			✓
SharePoint Online (collaboration)						✓			✓
IT Administration Console						Basic			Expanded
						Max. 25 users			Max. 300 users
						25+ upgrade to Midsize			300+ upgrade to Enterprise

What's new in Office? Visit www.microsoft.com/office for more



- Swipe or tap your way through presentations on tablets or phones.
- Read speakers notes on your PC whilst presenting in full screen mode.



- Recommends most suitable charts based on patterns in your data.
- Recognises patterns and auto-completes so no formulas or macros required.



- Makes PDF content, such as paragraphs, lists and tables, act as familiar Word docs.



- Fast & fluid Quick Peeks that give you access to your calendar, people and tasks without leaving your inbox.



Enhance online meetings with desktop sharing, contact card search and IM.



Share documents securely with Extranet sites and document level permissions.



A 25GB mailbox for voicemail and unified messaging.