



Microsoft Surface Laptop Objection Handling

Common Objection: It's too expensive

Consider the design, premium materials used, the performance in terms of the overall value to the top performers in your team. This device is intended for professionals who don't want to compromise speed for style. The Surface Laptop has clean, elegant lines. Forbes said, "The Surface Laptop is an absolute looker." Engadget said, "The Surface Laptop is the pinnacle of design." But it also uses a 7th Generation Intel® Core™ processor, up to 14.5 hours of battery life and a PixelSense Display, so you'll have the power your team needs.

BDM
This is a device for your top performers who prefer a laptop and need to make an impact when meeting clients. Employees feel more valued and appreciated when given a beautiful, premium device and can become some of your business's best advocates.

ITDM
Thin, powerful, and with Corning® Gorilla® Glass 3 that protects your team's screens from everyday use, helping your team make an impression and stay productive.

Common Objection: We need to use a lot of apps, Windows 10 S is too restrictive

Perfectly understandable. When Surface Laptop launched, it came with Windows 10 S, but you could upgrade. Currently, businesses can get Windows 10 Pro out of the box for their employees.

For context, some of our users, particularly those in education, had a desire for Windows 10 S, which runs your devices in safe mode for Microsoft-verified security. We have also heard from some users in heavily regulated sectors like health care or financial services also appreciated the security and peace of mind they got from Windows 10 S, but we understand that it is not for everyone.

Have you considered Microsoft 365 Business, which offers your team Windows 10 Business, Office 365 Business Premium, data protection, and administration/management controls?

BDM
Microsoft 365 Business is an integrated solution that will allow your team to work the way they need to for the modern workplace. Your team will be able to access files from anywhere, work better together with collaboration tools, and you can easily integrate with other commonly used apps and solutions.

ITDM
Ensure you safeguard your data by protecting company data across PCs, phones, and tablets. Windows 10 delivers a comprehensive solution driven by intelligence that only Microsoft has to offer.

Common Objection: It isn't durable enough for our team

Surface Laptop is a beautiful and thin device, but it's also built to last. Your screen is protected from everyday use with the compact aluminum shell and Corning® Gorilla® Glass 3. The Alcantara fabric has a luxury feel, and users appreciate the comfort. The Alcantara fabric feels great to the touch, but it does age over time. While it is designed to hold up to normal wear and tear, it may show visible signs of aging so you can clean it with a lint-free cloth dampened in mild soap and water.

For added peace of mind you can choose either a Standard or Microsoft Complete service package for single-point-of-contact device support.

See [here](#) for more information about how to clean and care for your Surface.

Common Objection: It's not powerful enough

The Surface Laptop is a device striking a balance between design and performance. If you are looking for more power, consider the Surface Book 2—Microsoft's most powerful device. The Laptop is intended to deliver your users a balance of power and design.

Surface Laptop is light and thin, but it doesn't sacrifice power. It also offers your choice of processor—Intel® Core™ i5 or i7, and up to 16GB of RAM, you have a device that can give your teams the performance they need to power through their day.

The Verge said in a review it strikes "precisely the right balance of power, utility, portability, and battery life that the majority of regular consumers actually want."

BDM
Yes, the Surface Laptop only weighs 2.76 pounds but with 14.5 hours of battery power and advanced camera and sound for Skype calls, your employees can easily be mobile while staying connected.

ITDM
SEMM gives IT departments the ability to turn off access to wifi, microphones, cameras, and USB ports (even within certain zones of a building).

Common Objection: I've heard Surface devices have minimal serviceability compared to other products. Is this true?

Microsoft offers a simple, straightforward process that fixes or replaces your device. You can pack up your device and ship it directly to Microsoft for us to manage the service process from end to end. With Microsoft Complete Care, you have unlimited technical support and can get next day service, so your teams can stay productive in the event something happens. If you're concerned about shipping a device filled with confidential information, you can always use Microsoft Intune to remotely wipe the device before repair.

Common Objection: It doesn't use USB Type-C

Currently, the technology holds a lot of promise, but Microsoft Surface is dedicated to delivering the best possible experience for your team, and when Type-C delivers the best experience for organizations using Surface Laptop, Microsoft Surface's Chief Product Officer, [Panos Panay, has said they'll use it](#). The Surface Laptop is a device striking a very fine balance of power and design, and this is another example of that.

BDM
The devices used by your organization have an impact on employee retention and morale and Microsoft Surface is dedicated to delivering the best possible experience to your users. USB Type-C shows a lot of promise, Microsoft is not opposed to the technology, and Microsoft may use it when the time is right. Currently, it is not the simplest or most reliable solution for your team with regards to the Surface Laptop.

However, our team is working on providing a dongle that helps us ensure we are delivering a reliable experience, because we know some users value the technology.

ITDM
We know USB Type-C shows a lot of promise, but Microsoft Surface is devoted to providing the best possible experience to your team through its devices. Currently, there are problems with using USB Type-C for the Surface Pro. For instance, there is the problem of confusion—while many Type-C phone chargers will fit into a PC's port, and even light up the charging indicator, they rarely meet a 45W or 65W output to charge a Core i7 laptop. For your average user, Type-C can become too confusing and lead to troubles. Microsoft has held off from using USB Type-C but will likely adopt technology when the time is right for the average consumer.

However, our team is working on providing a dongle that helps us ensure we are delivering a reliable experience, because we know some users value the technology.

Link:
www.theverge.com/2017/5/23/15674254/microsoft-surface-usb-c-dongle

Common Objection: Surface Pen doesn't work well with Surface Laptop

The touchscreen display allows for natural on-screen navigation through touch and supports natural inking with pen for users who depend on those features but also want a traditional laptop. This fits with Microsoft Surface's philosophy of design which is to create devices that allow your users to work how they need to. One of the features you should be aware of with the Surface Pen is that you can use it as a PowerPoint clicker. Again, the device and accessories were designed so you can focus on what's most important, the creative work you are doing and the imaging you are projecting. With Surface Laptop you can be confident you're succeeding in both of these areas.

Common Objection: Our team wants a convertible design for their next devices

Perfectly understandable. Microsoft's focus has been to create devices that allow your team to work their best. For some people, they just prefer a more traditional laptop. The intention of the Surface portfolio is to offer range of Microsoft Surface devices that enable your team to be their best—for some users that might be with Surface Pro or Surface Book 2, for others more accustomed to Surface Laptop, this device is for them.