



Main Objections and How to Handle Them

“We already have laptops.”

Surface Go or Pro does everything a laptop can do without the bulk or weight. It runs on powerful Intel® processors to keep up with the most demanding day. But even better than laptops, snap off the magnetic Type Cover and you have a touchscreen for note-taking with Surface Pen. Plus, the Surface Go or Pro can transform from laptop to tablet simultaneously making it easily adaptable to the way you need to use it. Frankly, it's a combo that can't be beat.

“We’re using another brand.”

If your Athletics Department wants to use what the professionals use, recommend Microsoft Surface. Other brands are good for some things, but Surface offers athletic faculty much more.

- Direct access: Your team can access their data and programs remotely without having to launch a separate VPN.
- Compatibility: All your programs will continue to work with Surface. No need for additional software purchases or development.
- Run full applications: Your coaches no longer need to be hampered by incomplete versions of software. Surface allows them to run full-featured versions of the programs they rely on.

“Our students and coaches don’t want to carry a ton of devices around.”

With Surface, your athletics faculty and students will no longer need to juggle iPads, laptops, and other devices. They can use the Surface Go 3 or Pro 9 in tablet or laptop mode.

“Surface is more expensive than other brands.”

The Surface Go 3 and Pro 9 come with Windows 11 Pro or Windows 10 Pro, which automatically enhances security as well as device management benefits. This device also offers the same power as a standard laptop but with half the weight. Enhance your experience with a PixelSense™ touchscreen that allows for a quick zoom at your fingertips.

Selling Microsoft Surface to Athletics Departments



Challenges

Whether at home or on the road, Athletic Directors face several challenges in their role, including:

- Maintaining continuous communication with coaches, players, and new recruits
- Empowering their staff with technologies to improve recruitment and manage athletes
- Keeping team strategies, notes, and footage organized and easily accessible to the staff and team



The Ideal Device

To ensure they can best fulfill their job responsibilities, the Athletic Directors need to provide their department with devices that:

- Keep them connected to the athletic programs they oversee at all times
- Display high-resolution video and photos of players, games, and practices
- Transform technology into a differentiator for better player management and recruitment

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Recommended Devices



Surface Go 3

If your Athletics department is looking for a device that can be used as a 2-in-1 that is smaller than the Pro 9, recommend the Surface Go 3. It features a 10.5" touchscreen and users can write their plays naturally on the screen.



Surface Pro 9

The Surface Pro 9 is a popular option among Athletics departments. With a virtually edge-to-edge 13" PixelSense™ touchscreen and a dynamic refresh rate up to 120Hz, the Pro 9 allows for faster writing and is compatible with the Surface Slim Pen 2.



Hub 2S

Pair the Surface Go or Pro with the Hub 2S for the ultimate viewing experience. Do your coaches want to review that play that their team just executed? Go from the sidelines to the locker room and review it on the big screen. The Hub 2S allows users to draw, write notes, and more. The Hub 2S is a total game changer.