



Main Objections and How to Handle Them

“We’re using another brand.”

Other brands are good for some things, but Surface offers students much more.

- Direct access: Your team can access their data and programs remotely without having to launch a separate VPN.
- Compatibility: All your favorite apps and programs will continue to work with Surface. No need for additional software purchases or development.
- Run full applications: Your students 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.

“We need a device that has a good battery life.”

Surface devices have outstanding battery life. Across the Surface family, battery life ranges from 10-19 hours depending on the device. Now it’s a matter of finding the best device to meet their needs.

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

Surface products are designed with portability in mind. With Surface, your students and faculty will no longer need to juggle tablets, laptops, and other devices. They can use Surface Go and Pro in tablet mode or laptop mode.

“We need an easy way to meet virtually while learning remotely.”

All Microsoft Surface devices support using Microsoft Teams, a leading collaboration tool used by schools and employers. With Microsoft Teams, students and faculty can chat from anywhere, meet from anywhere, and collaborate from anywhere.

Selling Microsoft Surface to General Studies



Challenges

- Had to switch from in-person learning to remote learning quickly
- Need to run different types of programs on the device
- Need a device that works in the way the user thinks
- Need to move quickly through the day



The Ideal Device

- Has a high-quality web camera and microphone to enable remote learning
- Is portable
- Offers optional keyboards
- Works with both iPhone® and Android®
- Has a long-lasting battery
- Has optional accessories

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Recommended Devices



Surface Go 3

The Surface Go 3 is the most compact of the Surface products. The Surface Go 3 is perfect for completing daily tasks for students who require all-day battery life and portability. Students can stay connected anywhere they go with the optional LTE connectivity. And the Go 3 can easily transition from laptop mode to tablet mode and only weighs 1.15lbs.



Surface Pro 9

With a virtually edge-to-edge 13" PixelSense™ touchscreen and a dynamic refresh rate up to 120Hz, the Pro 9 is a popular choice amongst students.



Surface Laptop Go 2

The Surface Laptop Go 2 is perfect for completing daily tasks for students that require all-day battery life and portability. It has an 11th Gen Intel® Core™ i5 processor, which is powerful enough to handle all the projects that most students would need to do. In addition to being able to run programs in the Microsoft Suite, students can play games and stream movies on this device.



Upsell Opportunities

Complete the user experience with these Surface accessories. All accessories mentioned or shown are sold separately.

Surface Pro Signature Keyboard/Slim Pen 2 Bundle

Add a touch of luxury to everyday tasks with the Surface Pro Signature Keyboard in Alcantara material - a perfect blend of sophisticated style, comfort, and technology. It is infinitely adjustable and designed to last in order to provide a full keyboard experience. The New Surface Slim Pen 2 stores securely and recharges in the New Surface Pro Signature Keyboard.

