



	Stay connected with your business	Business class email, essential business apps, the same business services used by the largest enterprises give you the tools to stay connected and collaborate effectively with customers, employees, and vendors.
	Get more value	By providing all the business apps you need in one place, for one price. There is no reason to pay for separate services.
	Productivity from anywhere	You can work from anywhere on any device with applications that are engineered to work better together, so that you and your employees stay
	Protect your customers and	World class security and privacy features help make sure that both you and your customers stay protected. Whether you need to meet stringent regulatory requirements or simply want to know that your email provider isn't searching your emails.
	Stay in control	An easy-to-use administrative interface and high-power tools for configuring how your employees use apps and share information helps you keep a steady hand on the reigns of your business.

Windows 10 and Office

The best duo for multi-tasking.

New multi-tasking features in Windows pair perfectly with Office.

- Users can arrange multiple Office apps and documents on one screen and effortlessly snap up to four documents or apps at a time.
- Users can also slide the shared edge of snapped apps to wherever they want it, easily resizing both apps or documents in a single motion.

Add power to the point with 3D.

Employees can leverage 3D content to increase the visual and creative impact of their PowerPoint, Word, and Excel documents.

- Easily insert a 3D object from the Remix 3D catalog, their device, or cloud locations, then use the 360-degree rotation handles to change its perspective.
- Users can bring 3D objects to life in their presentations with transitions like Morph, which create cinematic animations between slides.

Don't lose the sale!

If all else fails, suggest...

Office Home and Business 2019

Core applications:

Word, Excel, PowerPoint, OneNote and Outlook.

Support:

Microsoft support included for 60

Conversation starters

“Tell me about your business”

A great way to find out customer needs. Look for answers for other questions and lead with those features.

“Do you access your email, calendar, and contacts on several devices?”

Most customers use multiple devices. Office 365 Business Premium email keeps not just their email, but calendar and contacts synced across devices too.

“Do you have an app on your phone or tablet for managing customer appointments?”

Most customers use multiple devices. Office 365 Business Premium email keeps not just their email, but calendar and contacts synced across devices too.

“Do you have employees?”

Whether they want their employees to communicate and collaborate more effectively, or they want to have more control over how employees use Office apps and services, Office 365 Business Premium has them covered with great services and apps... all of which have built-in security and management features that give business owners lots of control.

“Do you face a lot of regulations?”

Many businesses, like those in the medical or financial fields, are heavily regulated and their technology must meet those standards (known as compliance). Office 365 has more compliance certifications than any competitor. Gmail, Yahoo email, and POP3/ IMAP email from website

Additional Resources

The more you know about Office 365 Business Premium, the easier it will be to sell. Use these resources to learn more:

- Sign up for a free trial at <https://go.microsoft.com/fwlink/p/?LinkId=510938>
- View the Office 365 Business Premium product page at <https://products.office.com/business/office-365-business-premium>
- Office 365 Business Premium training videos at <http://support.office.com/article/workplace-productivity-training-af07cb6b-980d-4f33-8599->

Objection handling

How to handle objections like a pro.

	Translation:	Pro Tip:
<i>I have an old version that's good enough for me.</i>	We haven't shown them the value of an upgrade.	<ul style="list-style-type: none"> • Demo great features of the latest Office applications.
<i>Isn't the Home & Student version the same thing, only cheaper?</i>	We haven't clearly shown the difference and extra value.	<ul style="list-style-type: none"> • Highlight that Office Professional 2019 includes Outlook, Access and Publisher*, Office Home & Business 2019 includes: Outlook. • Office Home & Student 2019 is not licensed for commercial use. We recommend Office Home & Business 2019, Office 365, or Microsoft 365 to support their business.
<i>I don't want a subscription.</i>	We haven't shown them the value of the subscription model.	<ul style="list-style-type: none"> • Break down the 1-time cost into monthly payments. • Compare number of devices to individual license costs. • Highlight premium services and essential apps. • Don't lose the sale—suggest Office Home & Business 2019.
<i>I'll just use Google Docs or iWork.</i>	We haven't shown the value of Office.	<ul style="list-style-type: none"> • Demo great features of the latest Office applications. • Talk about consistent experience across devices.
<i>I only need Office on one computer.</i>	We haven't asked if they use a smart-phone or tablet.	<ul style="list-style-type: none"> • Talk about consistent experience across devices. • Highlight premium services and business apps. • Don't lose the sale—suggest Office Home & Business 2019.
<i>I already have an app for that.</i>	They don't see the value of the included business apps and don't want to switch.	<ul style="list-style-type: none"> • Talk about consistent experience across devices. • Explain you can manage all your apps in one place. • Mention business apps are included—no separate charge. • Talk about how Office apps work great together.
<i>I get email through my website provider.</i>	They don't realize the importance of business-class email.	<ul style="list-style-type: none"> • Explain how Office 365 Business email syncs email AND calendar AND contact across devices. • Highlight that POP3/IMAP email services, the ones most often provided by web hosting providers, are not compliant with industry security and privacy regulations. • Remind them they get much more than just email.

Office for your business	Office Home & Business 2019	Office Pro 2019	Office 365 Business Premium		Microsoft 365 Business
			FPP	CSP	
Office core apps: Word, Excel, PowerPoint, OneNote, and Outlook	●	●	●	●	●
Additional Office apps: Publisher, Access*		●	●	●	●
Business apps: Outlook Customer Manager, Bookings			●	●	●
Cloud services: OneDrive			●	●	●
Premium Business services: Skype for Business, Exchange, SharePoint, Microsoft Teams, Yammer			●	●	●
Advanced security: Attachment scanning and link checking, Information Protection Policies, Protect company data on personal mobile devices, Preservation, Compliance and Archiving capabilities					●
Device management: Manage iOS, Android, Windows and macOS devices, Windows AutoPilot, Simplified Windows 10 Pro PC management, Upgrades to Windows 10 from Windows 7, 8, and 8.1 Pro					●
New Features			●	●	●
Technical Support			24x7 from Microsoft	By partner ¹	24x7 from Microsoft
Domain			1st year included**	Purchased separately	Purchased separately
Available on	1 PC/Mac	1 PC/Mac	5 PCs/Macs, 5 tablets, and 5 smartphones for 1 person	5 PCs/Macs, 5 tablets, and 5 smartphones for 1 person	5 PCs/Macs, 5 tablets, and 5 smartphones for 1 person
Payment	One-time	One-time	Annual	Monthly/Annual	Monthly/Annual

¹May vary by partner

*Publisher and Access are for PC only

**Special offer terms: Annual commitment required. Custom domain \$12/year after the first year. Only new Office 365 for business subscribers eligible. Limit one free year and one customer domain per organization. Offer not transferrable. Domains