



SALES GUIDE



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FROM DISCOVERING NEEDS TO HANDLING OBJECTIONS

Managed Service Providers (MSPs) and Value Added Resellers (VARs) like you know there's money to be made with Office 365. Businesses across all verticals have discovered how productive they can be with this innovative tool. And with increasingly more people working remotely, who wouldn't want to enjoy the flexibility it offers?

Now more than ever, you have a great opportunity to become a profitable Office 365 reseller. But that doesn't mean it'll be easy. Even though it has great profit potential, reselling Office 365 requires skill and expertise, especially if you want to be successful in such a competitive market.

Above all, you need to make sure your customers choose you over other MSPs or Microsoft itself. If you're not sure where to start, you're in the right place. In this guide, we'll explain how you can profit from reselling Office 365 by:

- Identifying Office 365 selling scenarios with the right qualifying questions
- Highlighting the right product benefits to address your clients' top pain points
- Addressing security and compliance concerns with Office 365
- Overcoming the most frequent client objections with counter arguments

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**THERE'S MONEY TO BE
MADE WITH OFFICE 365.**



WHY SHOULD SOMEONE BUY FROM YOU?

Why would a customer buy an Office 365 plan from you if they could just as easily get it from someone else, or even directly from Microsoft? Considering the high demand for Office 365 in today's business world, it's likely that most, if not all, of your competitors are already offering it to their clients. If you really want to make money selling Office 365, you need to provide your customers with great added value and go beyond what your competitors are already doing.

Rest assured, though: selling the idea of a pay-as-you-go model for Office 365 is not the biggest challenge you'll face. The real difficulty is in making it a profitable part of your portfolio. To make reselling Office 365 truly profitable, you can look at this situation in one of two ways:

1. Use Office 365 as a "foot-in-the-door" solution to sell other cloud products
2. Incorporating Office 365 into your managed service solutions

Let's consider both these options so you can decide which is better for you.

USING OFFICE 365 AS A "FOOT-IN-THE-DOOR" SOLUTION

As an MSP or VAR, you can resell many cloud solutions, but Office 365 is currently the most popular on the market because of Microsoft's established reputation. Even if Office 365 doesn't seem profitable when you crunch the initial numbers, it will ultimately help you build lasting relationships with your clients that will reap profits in the long run. Once a customer signs you on, you can begin to explore more profitable options. Below are a few of our favorites.

RESELLING VOICE OVER IP (VOIP)

The VoIP market is booming right now, as SMBs are looking to cut costs and find better solutions for better prices. But they want to make calls, not deal with complicated processes and billing—and they're looking for simple, flexible, easily scalable, and cheap options with quality service. Either you start offering these solutions yourself, or your customers are going to get them from other providers.

You can work with many vendors for VoIP, but you should definitely check out [SherWeb's program](#) if you're interested in this option. With it, your customers will get the following benefits:

- All the basic and advanced VoIP features
- The ability to keep their existing numbers or get new ones with any area code in North America
- A pool of 2,500 minutes for continental US/ CAN calls (each additional extension adds 250 minutes to the pool)
- Low communication costs, even if their offices are spread out over different locations

SherWeb's simple billing process will help you predict all your operating expenses so you can charge your customers any price you'd like.

RESELL CLOUD BACKUP

In recent years, cyber attacks have become a regular occasion. Now more than ever, it's crucial that you begin planning your customers' disaster recovery strategies—but you'll need a reliable tool that securely stores their business data and helps them recover with ease. You can certainly work with other vendors, but [SherWeb's backup services](#) are affordable and comprehensive.

RESELL OTHER CLOUD SOLUTIONS

Additionally, you can offer many other cloud solutions to make the most of Office 365 as a foot-in-the-door solution, including:

- [Dynamics 365](#)
- [Microsoft Azure](#)
- [Cloud Servers](#)

No matter which product you choose for diversification, make sure you work with a vendor that understands your needs.



**SHERWEB'S BACKUP
SERVICES ARE
AFFORDABLE AND
COMPREHENSIVE.**

INCORPORATING OFFICE 365 INTO YOUR MANAGED SERVICE SOLUTIONS

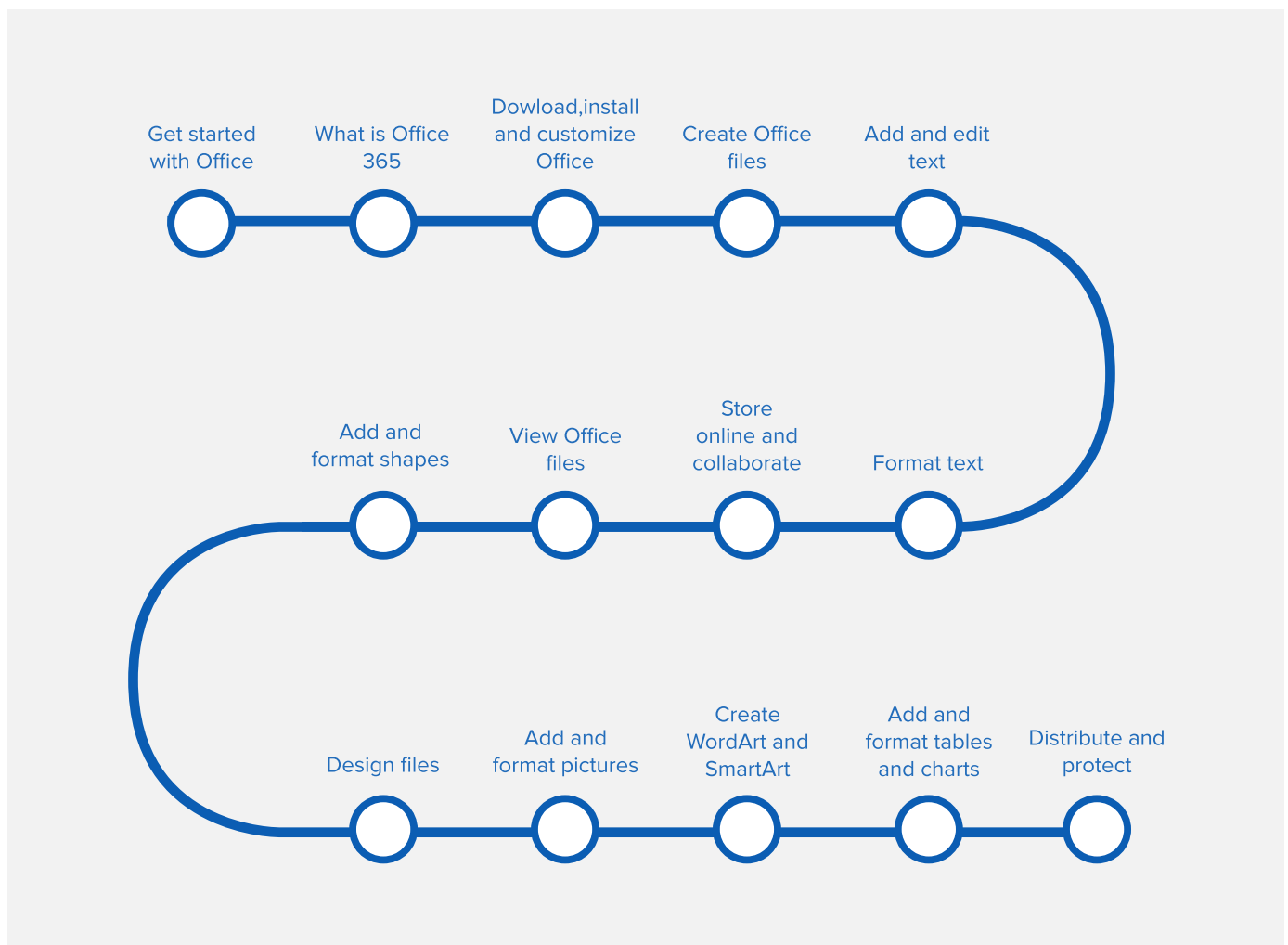
Regardless of whether you're interested in using Office to sell other solutions, you need to make sure you add value to your products to make them more profitable. The following strategies will help you sell a more attractive deal to your customers.

BE YOUR CUSTOMER'S MENTOR AND TRAINER

While you're probably well acquainted with Office 365, it's possible that your customers aren't. Perhaps they made the switch to follow this trend without considering what it could actually do for them. You need to make sure all of your customer's users are at ease with Office 365 and know its benefits and limits.

One tactic you can use to increase your revenue is mentoring and training your customers to accelerate adoption of Office 365. The main goal here is to fill the skill gap that new product versions or solutions can create when they arrive on the market.

Provide a roadmap to your customers that outlines what you plan to do and how you'll offer them essential training. Since Office 365 is constantly rolling out new features and updates each year, proposing a monthly fee for continuous training shouldn't be a hard sell.

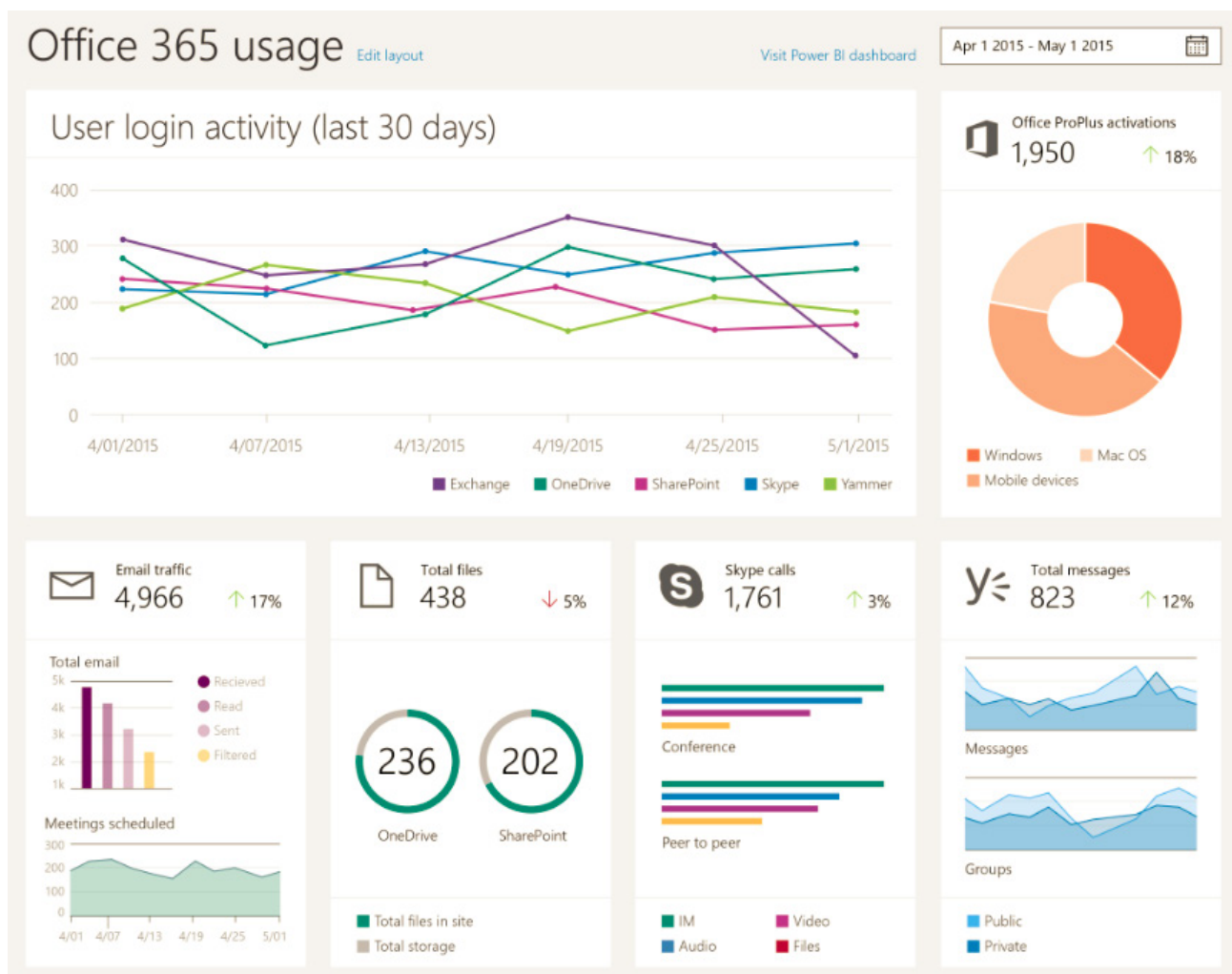


PROVIDE INSIGHTFUL ANALYTICS

One way to boost a team's productivity is by providing reports and analytics to help them make informed IT and business decisions. To that end, you can build a dashboard to give your customers data in real time, including important information like:

- Usage statistics and plans
- Traffic and activity
- Billing and subscriptions
- Request history and tickets

This will allow them to monitor IT performance in their business and keep an eye on key metrics. As with the previous tactic, you can charge a monthly fee per user for this service to increase your revenue.



OFFER TECHNICAL SUPPORT

Technical support is a key component of any IT business, and you should definitely incorporate this into your offer for greater added value. If one of your customers isn't keen on the idea, just sell them a bank of hours for support services as a sort of trial run. When they finally reach their cap, give them a call to discuss a flat fee instead of a bundle.

ADDRESS SHADOW IT

Shadow IT, Rogue IT—call it what you will, but it's a serious security problem that plagues many businesses. In fact, 75% of companies reported discovering that their users had accessed Google Drive at work.

By giving your customers a clearer picture of what software their users access at work, you can help them greatly minimize threats and data leaks. This service is easy to explain to your customers, and the benefits are indisputable.

SURVEY EXISTING CUSTOMERS

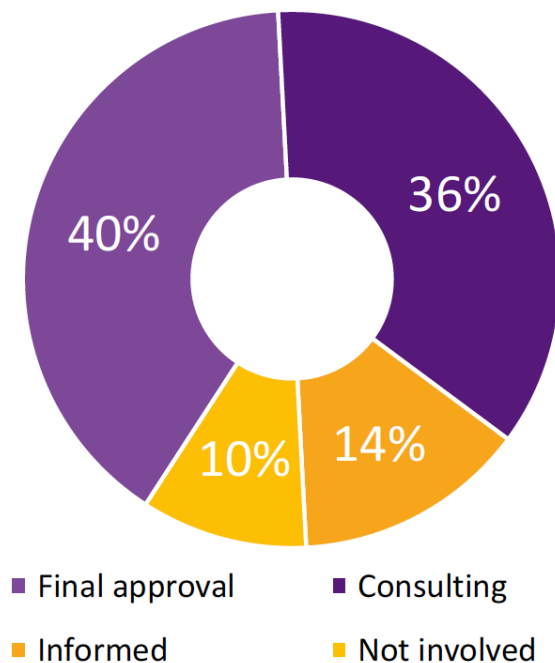
To make sure your services keep up with your customers' needs, you need to regularly collect and assess their feedback. This makes it easier to maintain long-term relationships with your clients, propose new products or services, and provide relevant support.

Here are the top four questions you should be asking your customers:

- How good is the service?
- Does the service provide value?
- Does the service meet or exceed expectations?
- What are your short-, mid-, and long-term goals?

Rogue IT an Area to Watch for Many Companies

IT Involvement when LOB procures cloud application



Incidents Causing IT to Become Involved

1. Integrating cloud solution
2. Security breach
3. Need to centralize technology
4. Availability of cloud solution
5. Incorrect operation



WHAT IS THE CSP PROGRAM, AND HOW CAN IT HELP YOU?

Cloud computing has managed to fully integrate itself into the modern business landscape, and it will only continue to grow in popularity. To stay relevant and keep your business growing, you'll need to adapt.

You probably already know of Microsoft's Cloud Solution Provider program (CSP). This program was designed to help you drive stronger customer relationships and engagement and streamline your revenue and growth for years to come.

The CSP program lets you set your own prices and profit margins for reselling Office 365, Dynamics 365, and Azure, three of Microsoft's most popular products. It sets no restrictions on company size, location, or level of knowledge. In other words, your business can join the CSP program from anywhere in the world, even if you're new to cloud solutions.

There are two models for the CSP program: Direct and Indirect. We'll compare these two below.

DIRECT CSP PARTNER

If you opt for the Direct CSP program, you'll work directly with Microsoft. Essentially, you'll purchase all their SKUs and sell them to your customers at a profit margin of about 20%.

WHEN IS DIRECT THE BETTER OPTION?

If you want to become a Direct reseller, you have to be able to:

- Provide 24/7 technical support
- Bill your customers directly

Make sure you're also prepared to provide the following:

Billing and Invoicing

You set the payment terms that are right for your business and create the cash flow model you're looking for. You're free to choose the billing systems and software you want to facilitate your customer billing relationship. You'll also prepare and send invoices to your end customers and manage payment receipts.

Support

You're responsible for end-customer support. Direct Partners have to design a go-to-market strategy to sell Microsoft cloud services and support managed services, add-on projects, and additional services.

Incentives

As part of the CSP Program, you're eligible for Microsoft's program incentives and funds. To qualify for these incentives, you have to meet the following criteria:

Be an active Microsoft Partner Network (MPN) member

Have a valid Cloud Distributor Agreement for Distributors and/or a Reseller Agreement for Resellers

Be enrolled for incentives before the end of the fiscal year

Licensing

Lastly, you'll have to manually manage your licenses through the Microsoft Partner Network Center rather than rely on provisioning them through your provider's partner portal.



MOST DIRECT RESELLERS HAVE THE NECESSARY TOOLS IN PLACE OR ARE READY TO MAKE THE SUBSTANTIAL CAPITAL INVESTMENTS REQUIRED FOR THEIR BUSINESSES TO BECOME SUCCESSFUL IN THE LONG TERM.

INDIRECT CSP PARTNER

If you choose the Indirect Partner model, the process is a lot easier. Basically, you'll buy your SKUs from a CSP distributor and sell them to your clients at the profit you choose. You don't have to be a migration or support expert to do this. Distributors such as SherWeb offer professional support and white-label services that you can use to grow your business. This is the most popular, accessible, and quick means of getting into the market. It's also a great option for resellers because it lets you:

- Ramp up quickly
- Focus on your investment
- Evolve at a slower and more controlled pace
- Take advantage of your partner's services
- Use the resources available on the Microsoft Partner Network website

WHEN IS INDIRECT A BETTER OPTION?

By purchasing from an Indirect Provider, you get a renowned mentor who can help you with customer support and billing. If you want to focus on strengthening your cloud service offerings and invest more gradually in support and billing capabilities, the Indirect model is for you.

Most MSPs and VARs simply don't have the time, capital, or resources to sell directly with Microsoft. If you choose Indirect, you won't have to worry about setup costs because your CSP provider already has the systems and infrastructures in place to provide this level of support.

Make sure to thoroughly research the partner program you're interested in. You can benefit from leveraging their reputation, but make sure you have everything you need from them. You should consider the following few key elements if you want to benefit in the long run:

Recurring Monthly Revenue and Margins

Pay attention to the partner program's business model, and make sure you understand the margins, spending thresholds, and monthly fees (if applicable). You don't want any surprises.

Reselling Programs

What are you after? Would you rather resell under your own name with a white-label partnership, co-brand your services, or simply refer clients to a provider while earning a commission? Think about the kind of program that suits you best, and then make sure your potential provider delivers in a way that is reliable and easy for you to manage.

Support When You Need It

We all need help from time to time. Make sure the provider you select offers free 24/7/365 support based in North America. Also, check that they've listed more than one contact method—such as phone, chat, and/or email—and that they respond within a reasonable period.

API Integration

While many partners claim to have API integration, they don't actually offer automated services. This means you (and your customers) may have to wait days for your Office 365 subscription to be provisioned. Your billing process will also be more complicated if it isn't properly automated.



IDENTIFYING THE RIGHT OPPORTUNITIES

There's a perfect Office 365 plan for every business. To identify the right plan for your customer, you need to consider different selling scenarios and ask the right qualifying questions. Let's take a look at some questions you can use to better understand your customer's situation.



**THERE'S A PERFECT
OFFICE 365 PLAN FOR
EVERY BUSINESS.**

PROBING FOR PAIN POINTS

- Which productivity tools are your employees using today?
- How do you manage email, calendar, contacts, and tasks?
- Do you currently use Microsoft Office as your office productivity software? Are you standardized? Are you legally licensed? (Note that Office 2003 has not been supported since April 2014.)
- How many mailboxes are you managing today? What's your current mailbox size?
- How many of your users don't have email today?
- How do you serve users with remote/mobile access needs?
- What are you paying for separately (e.g., antivirus/anti-spam, remote archiving, Blackberry Enterprise Server)?
- What are the current collaboration and communications challenges within your organization?
- What additional communication/collaboration capabilities do you provide users?
- Do you have compliance requirements?
- Do you need advanced email capabilities such as archiving, DLP, or encryption?

LOOKING FOR CLUES

- With these questions, you should be listening for the following information:
- Downtime
- Reliability issues and user frustration
- Heavy IT maintenance burden with existing IT infrastructure or provider
- Heavy IT burden distracting IT from more strategic activities
- Facing high capital expenses for server upgrade or replacement
- Security concerns with existing IT infrastructure or provider
- Using older versions of Microsoft Office or a mixed environment, creating compatibility issues and productivity challenges
- Lack of communication/collaboration capabilities hindering productivity
- User dissatisfaction with limited capabilities
- External/mobile user frustrations
- Mailbox size or attachment limit frustrations

EVALUATING SCENARIOS

Now that you've gathered some basic information from your customer, you'll need to consider four different scenarios based on the pain points you identified.

SCENARIO 1: OLD SERVER

PITCH: ON PREMISES VS. ONLINE

Profile

Has an email server or other infrastructure nearing end of life (five years or older) (e.g., Exchange Server 2003, Windows SBS 2003, GroupWise, Lotus Notes, and so on)

Top Pain Points

Downtime

Facing high capital expenses for server upgrade or replacement

Heavy IT burden distracting IT from more strategic activities

User dissatisfaction with limited capabilities

Selling Points

No server upgrade costs

Predictable monthly costs

Robust security and 24/7 reliability

Easier IT management

SCENARIO 2: GROWING NEEDS

PITCH: TURNKEY PRODUCTIVITY

Profile

Fast-growing business with multiple offices

Starting a business or merger/acquisition

Users demanding better collaboration tools

Limited IT staff or expertise

Top Pain Points

Downtime

Facing high capital expenses for server upgrade or replacement

Heavy IT burden distracting IT from more strategic activities

User dissatisfaction with limited capabilities

Selling Points

No server upgrade costs

Predictable monthly costs

Robust security and 24/7 reliability

Easier IT management

SCENARIO 3: HOSTED EMAIL

PITCH: MICROSOFT CLOUD/COMPETE

Profile

Currently using a hosted or web-based emailing solution (e.g., hosted Exchange, Internet service provider (ISP) email, Gmail, etc.)

Top Pain Points

Problems with integration, functionality, and ease of use

Concern over reliability or security

Lack of control over email administration

Downtime

Selling Points

Integrated, familiar productivity platform

Robust security and financially backed
99.9% availability guarantee

Easier IT management

24/7 support

SCENARIO 4: OLD OFFICE

PITCH: THE “NEW” MICROSOFT OFFICE

Profile

Using Office 2003 or an earlier version.

Top Pain Points

Facing high capital expenses to upgrade (and typically associate a productivity suite upgrade with a PC refresh cycle)

Limited support for mobile workers

User frustration due to limited capabilities

Selling Points

The latest productivity features in Microsoft

Office, integrated with web-based communication/collaboration services

Support for flexible mobile work style

No need to purchase licenses upfront

LEVERAGING OFFICE 365'S EMAIL CAPABILITIES

IN YOUR PITCH

	Customer Using Free Web-based or Paid Hosted Email	Customer Running Their Own Email Server
Pitch	<ul style="list-style-type: none"> Professional and secure email 	<ul style="list-style-type: none"> Low cost and more secure email
Profile	<ul style="list-style-type: none"> Using hosted or web-based email (e.g., hosted Exchange, Gmail, Internet service provider [ISP] email) Need a more professional email solution for their business, one with more security, privacy, and business features 	<ul style="list-style-type: none"> Has an email server that's five years or older and nearing end of life (e.g., Exchange Server 2003, Windows Small Business Server 2003) Older email servers are often difficult to maintain and patch, and they lack modern features
Engage the Customer	<ul style="list-style-type: none"> Are you using a free web-based email for your business? Are you paying a company to run your email for you? 	<ul style="list-style-type: none"> Are you running your own email server today? Is the server more than 5 years old?
Identify their Pain Points	<ul style="list-style-type: none"> How critical is email to your business? Whom do you call if you are having issues or if email is down? Do you have an email with a custom domain? Do you get a lot of spam or junk mail? Are you worried about malware and viruses? How large is your current mailbox? Does this cause any problems? 	<ul style="list-style-type: none"> Do you experience downtime with your email? How much time and money do you spend keeping your server running? How do you back up and secure your data? Is your IT staff overtaxed? Does your email lack the features and capabilities your company needs? Are you able to access your email on smart phones and tablets?

	Customer Using Free Web-based or Paid Hosted Email	Customer Running Their Own Email Server
#1 Pain Point and Selling Points	<ul style="list-style-type: none"> • Need reliable business-class email • Email in Office 365 is run by Microsoft and is the same technology used by Fortune 500 companies, but designed for small businesses • Your email is supported by a financially backed 99.9% uptime service-level agreement • You should also include details about support offerings 	<ul style="list-style-type: none"> • Email availability is unreliable and unsecure • Email in Office 365 is run and always updated by Microsoft, freeing up your IT staff to focus on other business activities • Get premium malware and virus protection • Your email is supported by a financially backed 99.9% uptime service level agreement
#2 Pain Point and Selling Points	<ul style="list-style-type: none"> • Frustration with lack of professional features and capabilities in current email system • Using your own custom domain as your email address (you@yourbusiness.com) will help you look more professional • Each user gets 25GB of mailbox storage and can send messages up to 25MB in size 	<ul style="list-style-type: none"> • No good backup solution, or their backups are saved locally and not safe in the event of a fire or other disaster • Your email is hosted in geographically distributed data centers, with continuous data backup and premier Disaster Recovery capabilities
#3 Pain Point and Selling Points	<ul style="list-style-type: none"> • Unsure who to call if their email goes down. Receive lots of spam and junk mail and are concerned about malware and viruses. • Get premium malware and virus protection • Get continuous data backup and a strict privacy policy for improved security 	<ul style="list-style-type: none"> • Want new email capabilities (mobile access, larger mailbox, etc.), but upgrading their email server is expensive • Office 365 requires no upfront investment in new server hardware or software. You pay a monthly subscription cost per user to receive the full benefits of Office 365. • You don't have to worry about patching and updating your servers, since Office 365 is always up to date.



SELLING THE RIGHT OFFICE 365 PLANS

Microsoft tailors specific Office 365 plans to different markets and business sizes. But the more choices you have on hand, the harder it is to find the right one.

BUSINESS VS. ENTERPRISE

The Business plan is ideal for small- to medium-sized businesses (SMBs), whereas Enterprise is better suited to larger organizations.

The choice of one over the other is important, as it'll determine the maximum number of users (seats) that your customer's subscription will allow. The Business plan sets a maximum of 300 users, but Enterprise lets you serve an unlimited number of users.

In addition, Business and Enterprise differ in the functionality they offer, so you'll have to carefully manage users and assign them the right licenses for the features they require. Most organizations simply choose one service family and mix and match available plans to achieve cost efficiency.

Below, we've presented detailed information on all the different Business and Enterprise plans.

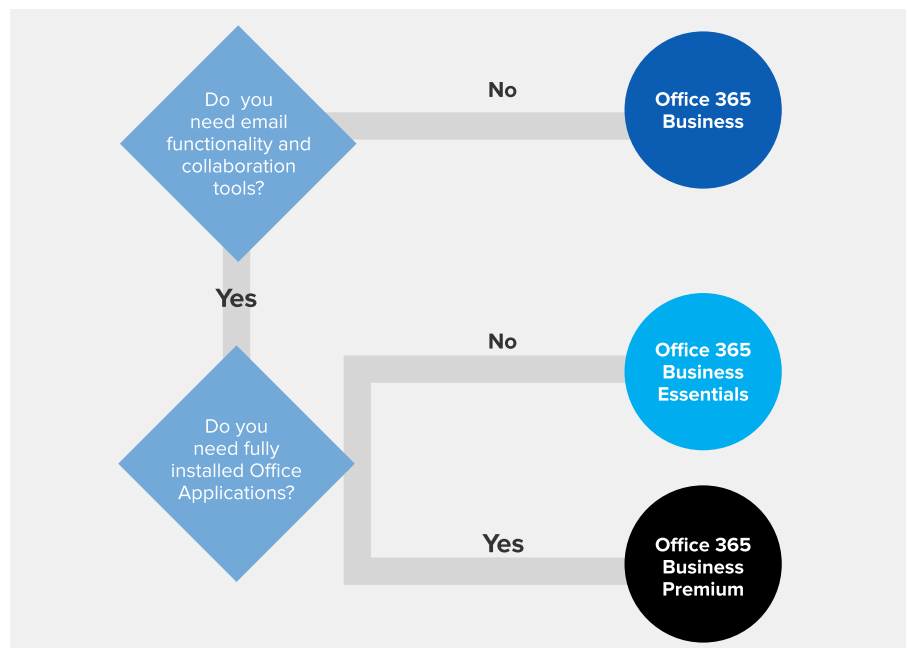
BUSINESS PLANS

There are three Business plans you can choose from:

1. Business
2. Business Essentials
3. Business Premium

		Business	Business Essentials	Business Premium
Core details	Price	\$8.25	\$5	\$12.5
	Seat Cap	300 (for each plan)		
Office applications	Office desktop apps	•		•
	IPad, Windows RT & smartphone apps	•		•
	Office Online	•	•	•
Standard service	1TB cloud storage (OneDrive for Business)	•	•	•
	Email, calendar (Exchange)		•	•
	Online meetings, IM (Lync)		•	•
	Team sites, internal portals (SharePoint)		•	•
	Enterprise social (Yammer)		•	•

You should rely on the following decision tree to choose the right plan for your users. Remember—you can mix and match plans as you see fit. For example, you can hook up 100 users with Business Essentials and another 100 with Business Premium, if you so choose.



ENTERPRISE PLANS

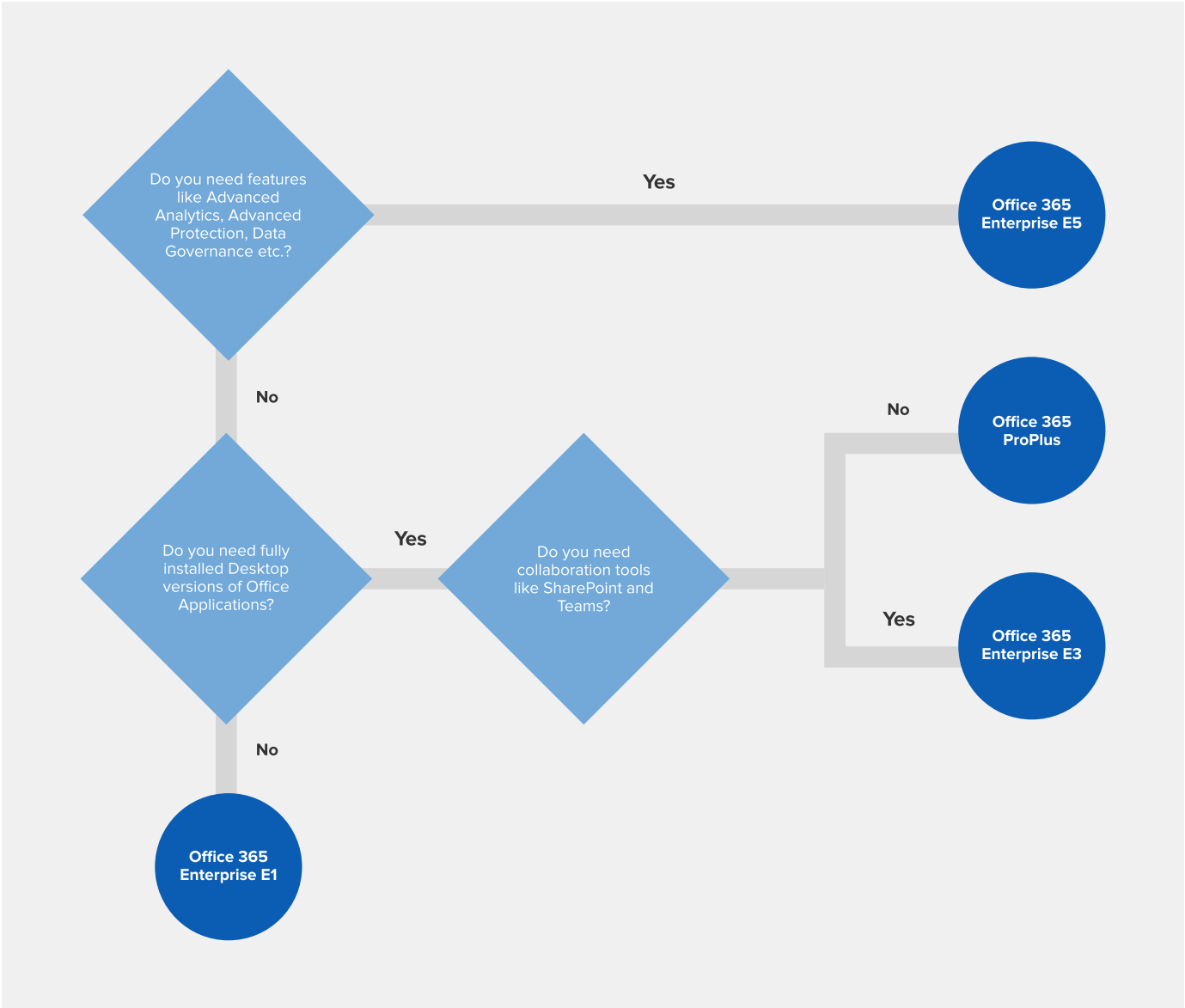
There are four Enterprise plans you can choose from:

1. Office 365 ProPlus
2. Enterprise E1
3. Enterprise E3
4. Enterprise E5

		Enterprise			
		ProPlus	E1	E3	E5
Target customer	Price	\$12	\$8	\$20	\$35
	Seat Cap	Unlimited			
	24/7 phone support from Microsoft ¹	All issues			
Office	Word, PowerPoint, Excel, Outlook, OneNote, Publisher	● ²		● ²	● ²
	iPad, Windows RT & smartphone apps	●		●	●
	Office Online	●	●	●	●
	Access	●		●	●
Standard services	1TB cloud storage (OneDrive for Business)	●	●	●	●
	Email, calendar (Exchange)		●	●	●
	Online meetings, IM (Lync)		●	●	●
	Team sites, internal portals (SharePoint)		●	●	●
	Enterprise social (Yammer)		●	●	●
Advanced services	Active Directory integration	●	●	●	●
	Supports hybrid deployment	●	●	●	●
	Support for shared computer activation (RDS)	●		●	●
	Upcoming services – Office 365 Video		●	●	●
	Compliance – Archiving, eDiscovery, mailbox hold			●	●
	Information protection – message encryption, RMS, DLP			●	●
	Advanced Threat Protection and Delve Analytics				●
	Power BI Pro				●

Note that the Enterprise E1 plan offers full online versions of Office applications, but fully installed Desktop applications are not available through this plan. The Enterprise E3 plan provides a comprehensive set of Enterprise features and achieves a comfortable middle ground between the other plans in terms of pricing and functionality. It also includes fully installed versions of Office desktop applications. Only the E5 plan trumps the E3, though it's usually only used by a small subset of an organization's users.

Once again, you can use the following decision tree to decide which plans you'd like to assign to your users. Remember, you can mix and match plans as needed, just as with Business.





ADDRESSING OFFICE 365 SECURITY, PRIVACY, AND COMPLIANCE

Your customers and their data are your most important assets. As your customer is implementing Office 365 in their organization, you need to do your best to address their security concerns.

SECURITY

With over a decade of experience building enterprise software and online services, Microsoft is more than capable of offering strong and consistent service-level security features, including:

- Physical and data security with access control, encryption, and strong authentication
- Data Processor Agreements that govern privacy, security, and customer data handling
- Unique customer controls with Rights Management Services that empower customers to protect sensitive information

**MICROSOFT IS MORE
THAN CAPABLE OF
OFFERING STRONG
AND CONSISTENT
SERVICE-LEVEL
SECURITY FEATURES**

COMPLIANCE

The Office 365 Compliance Center equips Office 365 admins with all the necessary tools to manage Office 365, Exchange Online, and SharePoint Online and meet all legal, regulatory, and organizational compliance requirements.

- Built into Exchange and SharePoint in the cloud or on premises
- All compliance tasks are organized in one place
- Improved compliance with customer controls for archiving, auditing, eDiscovery, and data loss prevention

PRIVACY

Under Microsoft's commitment to protecting customer information, Office 365 offers all the privacy features and protections you need. Your information is only used to deliver services and is not collected for any other purposes.

- No data mining or targeted advertising
- Transparency with regard to customer data, including details such as who has access and under what circumstances they may view your information
- Privacy controls to regulate sharing of sites, libraries, folders, and communications with external parties

OFFICE 365 SUPPORTED COMPLIANCES		
Certification	Audience	Office 365
ISO 27001 and ISO27018	All Customers	Available
EU Safe Harbor	EU Customers	Available
SSAE 16 and SOC 1 (Type I & II). (Note: SSAE 16 is the successor to SAS 70.)	Primarily US customers	Available
CJIS	US Government	Ability to Meet
FISMA Moderate	US Government	Available
HIPPA/BAA	All Customers	Available
EU Model Clauses	EU Customers	Available
Data Processing Agreement	All Customers	Available
FERPA	EDU Customers	Available

OVERCOMING CLIENT OBJECTIONS

WITH COUNTER ARGUMENTS

During the course of your conversation, an SMB customer may object to moving forward with new or upgraded services. There are strategies you can employ to overcome these objections and even reshape your customer's perceptions of Office 365.

WHY WOULD I WANT OFFICE IN THE CLOUD?

Considering the growing prevalence of remote work, you need to be able to run your business from anywhere in the world—and Office 365 helps you do just that. The convenience of being able to access your apps, files, emails, and more from any device is simply indispensable.

Moreover, storing your Office suite in the cloud ensures your data and software remain protected no matter what happens to your hardware.

With Office 365, you're always up to date with the latest versions of Office apps and security features. This is incredibly important, as ransomware and malware can exploit vulnerabilities in programs that haven't been updated in a while. Nearly 40% of cyber attacks target SMBs, and 60% of small companies go out of business within six months after a cyber attack!

I'M STILL CONCERNED ABOUT CLOUD SECURITY

It's natural to have concerns about adopting new technologies, especially when it comes to security. But when you compare a typical on-premises firewall deployed by a small- or mid-sized organization to the security measures of Microsoft's datacenters, there's really no contest.

After all, there's a reason why many corporations and big enterprises are adopting Office 365—Microsoft provides a fully managed and monitored infrastructure with security measures, automatic data backups, and encryption to protect you and your data.

THE PRICING IS TOO HIGH

It's incredibly important to remind your customers that they are not just buying Office apps when they subscribe to an Office 365 plan. You have to move the conversation beyond the price and reveal the business values and opportunities that Office 365 brings to the table.

Here are some suggestions for responding to this objection:

DEMONSTRATE THE CAPABILITIES AND CLOUD SERVICES OF OFFICE 365

Explain in detail how each feature of Office 365 addresses a relevant business challenge. Emphasize Office 365's full business value by reminding your customer that they're paying a fixed monthly price to gain access to a comprehensive IT and business suite.

RECOGNIZE THAT PRICE MAY CONTINUE TO BE A PAIN POINT FOR YOUR CUSTOMER

You may need to do some digging to figure out what's holding your customer back. Consider a phased approach where you first convince them to try Exchange Online, Office, or OneDrive for Business with an agreement to move forward when the time is right.

ALIGN THE COSTS ASSOCIATED WITH AD HOC SOLUTIONS

If the business value of Office 365 isn't enough for your customer, you'll need to start aligning costs with ad hoc solutions. For instance, discuss the costs associated with perpetual licensing. Point out that the cost of each component of your customer's current solution, in addition to their maintenance and integration costs, is much higher than the single integrated solution that they would otherwise get with Office 365.



CONCLUSION

Office 365 is currently leading the future of cloud computing in the business world, and its adoption is on the rise. There are currently 120 million business users of Office 365, and there are no signs of this growth slowing down. And those who take advantage of these trends will ultimately profit. By strategically targeting your customer's needs and adding value to your offers, you'll poise yourself to become a successful Office 365 reseller.

About SherWeb

SherWeb has nearly two decades of experience simplifying the cloud for MSPs. Today, more than 5,000 partners worldwide rely on our expertise in high-volume provisioning, migration and support. SherWeb is an Indirect CSP partner in Microsoft's Cloud Solution Provider (CSP) program. This allows SherWeb to help partners go to market faster with Office 365. You own the customer relationship, control the pricing and billing and set your own margins.

OFFICE 365 SALES GUIDE:
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