



# HOW TO PROFIT FROM SELLING **OFFICE 365**

Package, market and sell your offers



 **SherWeb**  
We simplify the Cloud



# TABLE OF CONTENTS

## INTRODUCTION

3

- The Office 365 opportunity

## PACKAGE YOUR OFFERS

4

- Select the right Office 365 partner program
- Select the right CSP partner for Office 365
- Set logical profit margins for your bundles
- Leverage your CSP distributor experts

## MARKET YOURSELF PROPERLY

11

- Learn to differentiate yourself from other resellers
- Choose a target market
- Think more marketing = more leads = more profits

## SELL OFFICE 365 TO YOUR CLIENTS

16

- Identify your client's problems
- Position the main benefits of Office 365
- Face the most common objections with confidence
- Upsell!

## CONCLUSION

26

## INTRODUCTION

# THE OFFICE 365 OPPORTUNITY

The IT landscape has shifted a lot in recent years. While some technology professionals have embraced the cloud era and see the benefits, there are still a lot of businesses that need some convincing before they can make a comfortable transition to Office 365. We know some of you have been reselling hardware, installing Exchange servers and successfully managing these environments for some time now. Others have been reselling hosted email and collaboration services like Exchange.

This is a great opportunity for Managed Service Providers to teach SMBs about the potential of Office 365 and the new opportunities it has to offer.

We've put together this guide to help you improve your cloud business and be more successful. We'll walk you through the process with these 3 simple steps - Package your offers, Market yourself properly and Sell Office 365 to your clients. We'll explore some high-level concepts to keep in mind when offering cloud services. We believe that building good offers and establishing yourself as a technology educator and integrator will improve your chances of convincing your clients to take a chance on Office 365.

Read on to learn more!

# AT LEAST 50%

## OF BUSINESS EMAIL USERS WILL RELY PRIMARILY ON A TABLET OR OTHER MOBILE DEVICE BY 2016

Source: Gartner via Storage Review - [http://www.storagereview.com/hp\\_announces\\_smb\\_mobility\\_security\\_and\\_media\\_solutions\\_and\\_services](http://www.storagereview.com/hp_announces_smb_mobility_security_and_media_solutions_and_services)

# 3.5M SMBs

## WILL USE INSTANT COLLABORATION APPLICATIONS AND 2.5M WILL USE WEB CONFERENCING BY 2018

Source: Odin; [http://www.odin.com/fileadmin/parallels/documents/smb-reports/2015/SMB\\_Global\\_EN\\_20150428\\_web.pdf](http://www.odin.com/fileadmin/parallels/documents/smb-reports/2015/SMB_Global_EN_20150428_web.pdf)

# 71% OF SMBs

## PREFER A SINGLE SOURCE FOR THEIR IT, AND MANY WANT A MIX OF APPLICATIONS AND INFRASTRUCTURE SOURCES

Source: SMB Group; <http://www.itinflections.com/3-core-tech-trends-driving-growth-development-for-smb/>

## PACKAGE YOUR OFFERS

# SELECT THE RIGHT OFFICE 365 PARTNER PROGRAM

Your first step is to decide which partner program you want to resell Office 365. There are currently three programs available: Open, Advisor and CSP. We highly recommend the CSP program. This is the most profitable and rapidly growing way to resell Office 365.

Microsoft's Cloud Solution Provider (CSP) program allows you to sell Microsoft solutions with your own offerings and services, or with other services provided by SherWeb. Under this partner program, you own the complete customer relationship with direct billing, provisioning, management, and support. Here's how the CSP program compares with other programs offered by Microsoft:

|                               | OPEN LICENSE | ADVISOR | SHERWEB CSP |
|-------------------------------|--------------|---------|-------------|
| MONTHLY BILLING FLEXIBILITY   | -            | ✓       | ✓           |
| PARTNER-CONTROLLED MARGINS    | ✓            | -       | ✓           |
| ABILITY TO ADD MORE VALUE     | ✓            | -       | ✓           |
| FREE MIGRATION SUPPORT        | -            | -       | ✓           |
| ONE-STOP SHOP                 | -            | -       | ✓           |
| AUTOMATED RENEWAL             | -            | -       | ✓           |
| FREE 24/7/365 PREMIUM SUPPORT | -            | -       | ✓           |
| AUTOMATED PROVISIONING        | -            | -       | ✓           |





PACKAGE YOUR OFFERS

# SELECT THE RIGHT CSP PARTNER FOR OFFICE 365

Before you even think about selling Office 365, you'll need a reliable CSP partner to work with. Choosing the right provider will make your life easier.

To begin with, you'll get to market faster. You can be ready to resell Office 365 in just 10 minutes instead of waiting weeks or months with other partner programs. The advantages of reselling with a CSP partner like SherWeb are listed below:

|                            |  Microsoft   |  SherWeb   |
|----------------------------|---|---|
| Customer Billing           | You bill & own the relationship   |   |
| Customer IT Administration | You have full administration access to customer's platform  |   |
|                            |   | <b>SherWeb's added value</b>  |
| Partner support            | <ul style="list-style-type: none"><li>• Basic support and knowledge base</li></ul>  | <ul style="list-style-type: none"><li>✔ 40-second average response time</li><li>✔ All issues</li><li>✔ Average 70+ Net Promoter Score</li></ul> |
| Customer Migration         | <ul style="list-style-type: none"><li>• None. You pay for the migration and tools.</li></ul>  | <ul style="list-style-type: none"><li>✔ Included for all of your clients</li><li>✔ No minimum number of users</li></ul>                         |
| Customer support           | <ul style="list-style-type: none"><li>• You</li></ul>   | <ul style="list-style-type: none"><li>✔ SherWeb 24/7 support or you</li></ul>   |
| Time to market             | <ul style="list-style-type: none"><li>• Months</li><li>• Manual and complex sign-up process</li><li>• HR investment to provide 24/7 support</li></ul> | <ul style="list-style-type: none"><li>✔ 10 minutes</li><li>✔ Automated via web form</li></ul>   |

Ready to give it a try?

Join the SherWeb program for free and start reselling Office 365 in 10 minutes. This two-minute video will help you get started.

[Watch now!](#)



You don't need a major investment right away. Your go-to market strategy is much easier to implement and you can use other businesses' reputations to give more weight to your offer. In the end, your business will become profitable a lot faster.

Make sure to research the partner program you're interested in. Look beyond the cloud provider's reputation. You should consider a few key elements that will benefit you 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.



### **RESELLING PROGRAMS**

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



### **SUPPORT WHEN YOU NEED IT**

We all need help from time to time. Make sure you partner with a provider that offers free 24/7/365 support based in North America. Make sure you can reach them in more than one way - such as phone, chat and/or email - and that they provide an adequate response time. Knowledge bases and online communities are useful, but they shouldn't be the only way you can get help!



### **API INTEGRATION**

While a lot of partners claim to have API integration, they don't actually offer automated services. This means you (and you customers) might wait days to provision your subscription to Office 365. Your billing process will also be more complicated.



**PACKAGE YOUR OFFERS**

# SET LOGICAL PROFIT MARGINS FOR YOUR BUNDLES

Let's assume you didn't choose to go the Advisor route because you didn't want to just refer clients to a CSP Partner. You'll have to start work on building your Office 365 offers. Of course, the best and easiest way for you to make money is to bundle some services around the product you're reselling. Few resellers can live off the monthly recurring margins they earn from Office 365 subscriptions. You have to do more. Here are ways to add value to the subscriptions you're selling.

## **IMPLEMENTATION AND INTEGRATION SERVICES**

Once an SMB starts using Office 365, they'll discover a lot of new functions that weren't available in their previous email and collaboration platforms. They'll need training and as a partner, you have a lot to gain in providing this training, even if you do it for free. We've seen partner training lead to even more opportunities for the reseller. As the client learns more about Office 365, he develops other needs that require the partner's expertise.

## **ADDING MANAGED SERVICES AND SUPPORT ON A MONTHLY OR ANNUAL BASIS**

Many partners offer support services at a fixed price per customer or user, rather than charging per hour or per incident as they did for on-premises support. There are two reasons for this. First, with remote, proactive monitoring, partners are better able to avoid disruptions that impact users. Second, since cloud solutions require less support than an on-premises solution (fewer issues and less time to resolve them), the fixed cost is a bargain for the customer and highly profitable for the partner.

## SELLING SOFTWARE TEMPLATES AS BUSINESS SOLUTIONS VS. OFFICE 365 SKUs

To get higher margins, partners have to differentiate their Office 365 SKUs from what is being offered by Microsoft and other distributors. If your offers are good, you make it harder for the client to compare your solutions with what is being offered by Office 365 online. This simply adds more value to your solution as a Managed Service Provider. To better illustrate our point, we've applied this example to an MSP solution for a health care clinic.

| MSP RESELLING OFFICE 365 SKUS      |          |             | MSP SELLING INTEGRATED SOLUTIONS WITH OFFICE 365 |          |           |
|------------------------------------|----------|-------------|--|----------|-----------|
|                                    | Quantity | Cost/month  |  | Quantity | Unlimited |
| Office 365 E3                      | 5        | \$100       | Manager module                                   | 5        | \$150     |
| Exchange on-line                   | 42       | \$168       | Doctor module                                    | 54       | \$540     |
| Office 365 Business Premium        | 18       | \$270       | Nurse module                                     | 18       | \$288     |
| Office 365 Business Essentials     | 20       | \$120       | Modern reception                                 | 3        | \$120     |
| -                                  | -        | -           | Training center                                  | 1        | \$150     |
| -                                  | -        | -           | Interactive archive                              | 1        | \$150     |
| Customer cost                      | -        | \$658/month | Customer cost                                    | -        | \$1,398   |
| PARTNER MARGINS                    |          |             | PARTNER MARGINS                                  |          |           |
|                                    | Monthly  | Yearly      |  | Monthly  | Yearly    |
| CSP ongoing margin                 | \$66     | \$792       | CSP ongoing margin                               | \$66     | \$792     |
| CSP 1st year incentives            | \$204    | \$2,448     | CSP 1st year incentives                          | \$204    | \$2,448   |
| Customer support: \$5 per customer | \$425    | \$5,100     | Customer ready solution                          | \$740    | \$8,800   |

Note this is an example. Costs and margins are not guaranteed.

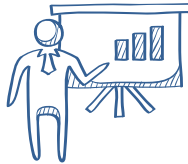


PACKAGE YOUR OFFERS

# LEVERAGE YOUR CSP DISTRIBUTOR EXPERTS

Some CSP distributor programs are better than others. If you don't feel 100% comfortable reselling Office 365 just yet, you have to make sure you can find a partner that offers you access to internal experts. Some distributors have a multi-level team that can help you grow your business, but make sure these services are free. They often consist of:

## BUSINESS SPECIALISTS OR ACCOUNT MANAGERS



They'll teach you about the company's solutions and products and make sure you have all the tools you need to succeed.

## PRE-SALES SUPPORT OR SOLUTIONS ARCHITECTS



A cloud solutions architect who is available when you need him can help you overcome major technical barriers and accelerate the sales cycle. He can also suggest cross-selling scenarios.

## ONE ON ONE TRAINERS, WEBINARS AND WORKSHOPS



Your cloud solution provider should also value education. If you're interested in growing with the market and moving forward, you should value the importance of remaining as a go-to reference for your clients. That means staying ahead of the curve and always knowing what's up in a fast-paced IT world. If you have access to regular training to improve your knowledge, webinars to develop new skills and workshops to address more hard-to-reach markets, you'll be ready!

## CUSTOMER MIGRATION



Look for a true hands-on migration service. Partners don't need migration expertise. They can sell Office 365 to their clients from any platform and know that the CSP partner will handle the rest. The partner can then leverage that service to generate short-term profits.



## PARTNER AND END-CUSTOMER SUPPORT

Look at the provider's support and response time. It should go way beyond Microsoft's standard support. The provider should also support all issues with no restrictions. Read the fine print carefully because many providers make claims they don't live up to. Finally, try to evaluate customer satisfaction with an industry standard like the Net Promoter Score.



## PARTNER TOOLBOX

Partners should have access to some sort of toolbox that contains valuable documents like an ROI calculator, battle cards, product fact sheets and more. Look for customer-facing material in a white-label and easily editable format (like PowerPoint vs PDF). This will really simplify and accelerate your go-to-market strategy.



## WHITE-LABEL PARTNER PORTAL

Your partner portal should offer integration, bundling and provisioning capabilities. But you should also be able to customize it with your colors and logo so you can allow your customers to manage their services and users.



## ONE-STOP SHOP EXPERIENCE

If you're like most partners, you might want to limit the number of providers you deal with. Make sure you examine and evaluate your potential partners on the other cloud services they provide. You want it to be easy for you and your clients to integrate their services.

## MICROSOFT'S IMPRESSIVE MORE THAN TRIPLING OF ITS MARKET SHARE HAS CAST GOOGLE APPS INTO SECOND PLACE [IN 2015]

Source: <http://www.winbeta.org/news/office-365-overtakes-google-apps-in-business-market-triples-share-in-a-yearpredicts-security-cloud-computing-and-analytics-will-lead-it-spending/>

## OFFICE 365 IS DISRUPTING TRADITIONAL REVENUE FLOWS

Source: <http://www.gartner.com/newsroom/id/2514915>

# MARKET YOUR-SELF PROPERLY

IT trends have been reshaping organizations and business models over the last two decades. Steve Ballmer, former Microsoft CEO, told the Worldwide Partner Conference in 2012 that “the future is in the Cloud.” That future is now. It’s great if you’ve been offering cloud services for a while. But how are you positioning yourself among all those other cloud services resellers out there?

As we previously mentioned, marketing is a key component of success. Most MSPs and VARs say they’re getting new clients through word of mouth. While this is probably true, IT professionals need to understand that more and more consumers are moving toward internet searches and online queries to find services.

89% of B2B buyers use the internet during the B2B research process.\* Whether it’s for new services or a provider, chances are that people are looking for cloud services online. If you’re planning to expand your business or grow your customer base, your marketing strategy is important. Part of your priorities should be to establish an online presence and generate new leads. After all, you can’t generate profit without customers.

Even if you’re not planning on building new relationships and getting new clients, nurturing and upselling the clients you have should be a major part of your strategy. It’s a good way to improve your monthly revenues.

It’s not easy to get and convert leads. You need adequate tools like online banner ads, cost estimators, or product comparisons that can help you position your offer on the market and convince your potential customers about the services you’re proposing. To make this easier, team up with a partner who provides such sales and marketing tools and can help you speak the right language to your customers. Talk to your provider’s experts to get the most out of your partnership.

\*Source: Google, “The Changing Face of B2B”



**MICROSOFT'S  
MOST PERFORMING  
OFFICE 365  
PARTNERS SPEND  
4X MORE ON  
CLOUD MARKETING  
AND GET 44%  
OF THEIR LEADS  
THROUGH DIGITAL  
MARKETING.**

Microsoft partner maturity, 2015



## MARKET YOURSELF PROPERLY

# LEARN TO DIFFERENTIATE YOURSELF FROM OTHER RESELLERS

When you're building your brand and identity, either for your website, brick and mortar shop or print materials, you can't overlook your unique value proposition. It's the corner stone of your marketing! In simple terms, a UVP is a statement that sums up what's great about your business. You need to think about your clients when you build that statement. It's easy to see your business from your own point of view. You want to avoid that. What matters most is that your clients and leads understand your business. Your UVP needs to be a clear statement that lists the benefits of doing business with you: how you solve problems, how you're different or how your product solves customer's problems. It's important to note that a unique value proposition is not a slogan or a catch phrase, since a slogan doesn't offer clear benefits. A UVP is often more than a catch phrase. It can be one sentence, or even a little longer.

Here are a few examples of what not to do:

Because you're worth it.

I'm cuckoo for Cocoa Puffs!

I'm lovin' it.

Here are a few examples of Unique Value Propositions. Marketing companies are masters at this game, so you'll find quite a few ideas here.



### HUBSPOT

Creating marketing people love. Use Hubspot's inbound marketing software to consistently generate more visits, leads and customers.



### MARKETO

Marketing First. The #1 marketing automation solution for organizations of any size.



### SKYPE

Wherever you are, wherever they are – Skype keeps you together.



### ITUNES

You've never been so easily entertained.



### STRIPE

Stripe makes it easy to start accepting credit cards on the web today.



MARKET YOURSELF PROPERLY

# CHOOSE A TARGET MARKET

You may be satisfied with your current customer database and the outstanding services you're reselling. What you have to understand is that technology evolves, the market changes and so do your customers.

Did you take the time to think about what type of businesses you're targeting with your services? An evergreen approach, where any customer is a good customer, is easier to set up. But once it's running, it might be difficult to secure your spot in the market. After all, when you're targeting everyone, you're hardly a specialist! Picking a vertical market might be a lot easier from an offer and demand point of view. Let's say you're thinking about going after the medical and health clinic vertical. That choice will be reflected in your communications, unique value proposition, marketing and case studies. Whenever a health clinic is searching for an IT specialist, your website and services are more likely to pop up on search engines. Since you're talking directly to their market and reality, it will be a lot easier for them to trust you, provided your marketing and positioning are done right.

The easiest way to go after a vertical market is to build a persona that reflects your choice. A persona is a semi-realistic profile of your ideal customer. Building a real persona can take time and effort, as it requires you to use real data and interview some of your current clients - or people you know in that vertical market. If you have the time, we highly recommend going forward and building an in-depth persona profile. But if you don't have the time and know-how, you should at least research and take notes on who you're trying to target and what type of customers you're looking for. Include demographics, interests, common objections to your services, as well as consumer habits.

By knowing who you're talking to, it'll be easier to address your customers or find them online through your marketing efforts. You might also be surprised by your research. Think that only C-level people make all B2B decisions, thus making them your target audience? Think again! Google's B2B Path to Purchase Study points out that 18-to-34-year-olds accounted for almost half of all B2B Buyers\*. As Google pointed out in a recent blog post, "If you're not marketing to this group, you need to re-evaluate your strategy."

\*Source: Corporate Executive Board, "The most important numbers in B2B marketing"

MARKET YOURSELF PROPERLY

# THINK MORE MARKETING = MORE LEADS = MORE PROFITS



As we previously mentioned, your online presence should be a focal point in getting new business. According to the Corporate Executive Board, 60%\* of buying decisions are made by consumers before they start talking to a sales rep. You don't necessarily need a top of the line, feature-packed website. If you're low on budget, start with a small portal that includes your contact information, blog, address and a little info about what you do and who you are. Content is more important than looks when it comes to online marketing. Take the time to think about your texts, and make them keyword-heavy, as Google will also read your website!

No time or budget for a website? Although having your own website is strongly recommended, you should at least put together a Facebook Page – NOT a profile – for your business, as well as a Google My Business page. They can be your go-to places while your website is being constructed. These two portals will help you rank on search engines and make your contact info visible to future leads.

Your website isn't the only place where you should be active. We've all heard the buzz around social media. In a B2B world, most of your business comes from dealing with other companies, so focus your social efforts on LinkedIn marketing. LinkedIn is way more than a recruiting platform. It's an ideal portal to reach decision makers. According to Hubspot\*, 44% of B2B marketers have generated leads via LinkedIn, whereas only 39% have generated leads through Facebook and just 30% through Twitter. That's because LinkedIn has powerful venues for you to spread your message. Many C-level people and decision makers flock to its groups to exchange ideas and leverage thought leadership. By participating in these group discussions, you can easily gain contacts and network your way into gaining people's trust. It's the most efficient social network to use all those good ol' word of mouth techniques you're so accustomed to!

\*Source: HubSpot, The ultimate list of marketing statistics





But, try not to limit yourself to social marketing. It's always good to invest a little in paid ads. Most SMBs think that spending money on search or social ads is a waste of time or they're simply scared to try it. The truth is, by spending very little, you can gain a lot. Think of how much a lead costs you right now. You might not be paying to get the lead specifically, but think about the time and salaries you invest in pursuing new business (networking events, booths at local trade shows, sponsorships, etc.). If you decide to assign a bit of that indirect budget to paid ads, you could gain bigger, better leads, with a respectable budget. The time and money you put into building those campaigns – or having someone help you – is time you can spend doing something else, like signing deals. Don't forget about local media or event sponsorship. You can help your local chamber of commerce by sponsoring some minor local events to help your name get around!

We've talked quite a bit about online marketing, but don't limit yourself to these solutions! Get over there and use traditional means to reach the people you want. Sponsor your child's school sport tournament, or an event organized by your city council, get a spot for a presentation at a local event to speak about the Office 365 services you offer. Speak in plain and understandable words, give a speech with illustrations. Use analogies! Using analogies will help potential clients with a basic understanding of IT to have a better idea of what you're trying to say about Office 365 and the cloud. For example: "Cloud computing is like plugging into a central power grid instead of generating your own power. You're even billed according to your consumption, just like an electrical bill!"

Following these simple rules will make it easier for your audience to understand where you're going. Compare this approach to jumping straight into the

fundamentals of networking! One speech should resonate more with almost everyone.

Ask for some of your customers' testimonials and present them. If they understand what you offer and the impact of your services, people will come up with the right questions immediately or give you a shout later. Let word of mouth work for you and see what happens.

The important thing is to leverage any type of marketing you can, measure your efforts and see what works for you! Marketing is a big part of business success. When it's time to evaluate your business, make sure you have at least a couple of marketing tactics up your sleeve. If you're currently in search of a partner for reselling Office 365, make sure that you partner with someone who cares about your success. Be certain that you can access marketing material and that sales reps are available to help you close more deals.



# SELL OFFICE 365 TO YOUR CLIENTS

*“It is the long history of humankind: those who learned to collaborate and improvise most effectively have prevailed.”*

– Charles Darwin

So, you've figured out what differentiates your reseller business from others, you know which vertical marketing leads you'd like to pursue and you can see that your brand has been circling around a bit. Leads should be coming in! Converting those leads should be your top priority. To do this, you'll need to gain your potential clients' trust and establish yourself as a thought-leader and trusted provider.

**SELL OFFICE 365 TO YOUR CLIENTS**

# IDENTIFY YOUR CLIENTS' PROBLEMS

What differentiates a good sales person from a bad one is often the ability to ask good questions and really listen to the answers. In fact, almost 50% of your sales effort should be put in understanding the business needs of your potential clients. Once you understand the business reality as well as the processes, problems, challenges, and goals, the sales part is quite easy. To ask good questions, you need a systematic approach.

The SPIN approach (Situation, Problem, Implication, Need-payoff) is a proven technique that will force you to ask the right questions. The way you build your questions will also result in the answers you want, which will help you prospect and better control the conversation. The SPIN approach consists of four different types of questions that are asked in a specific order.

## SITUATION QUESTIONS

When you want to know your buyer's exiting situation. Ask for background and facts to decide which potential problems you can explore.

- 1. Can you tell me about your current email and collaboration solution?**
  - a. Who is involved in it and who is responsible for it?
  - b. How much time is spent on it per month or year?
  - c. What hardware and software components does it include?
  - d. What do you think about your current cost?
- 2. How satisfied are you with your current solution?**
  - a. What do you like the most about it?
  - b. What would you like to change?
- 3. How would you estimate the value of your employees' productivity?**
  - a. What do you like the most about it?
  - b. What would you like to change?
- 4. Do your employees work remotely and on mobile devices?**
  - a. How often are they connecting from home?
  - b. How often are they working from mobile devices?
  - c. What are the types of files you work with daily?
- 5. Get more details:**
  - a. Could you be more specific?
  - b. What do you mean by that?



## PROBLEM QUESTIONS

Ask about problems and difficulties to learn about the client's needs and issues. These questions will help you discover what alternatives and solutions you can offer. Start building your approach.



1. Are you having trouble handling the workload required to maintain that solution?
2. Are you worried about reaching and exceeding your current capacity?
3. Have you or your employees ever lost precious time because of availability issues?
4. Do you see information security as an obstacle to your company adopting cloud-based email and collaboration solutions?
5. Are you wasting time trying to find the right document and the right version?

## IMPLICATION QUESTIONS

Ask about consequences, effects, and implications. Develop the problem. Focus on the consequences of inaction. This will strengthen your developmental sales tools.

1. How much time do you think your employees are wasting with inefficient business processes? Do you think that costs your company a lot of money?
2. Do you realize how valuable your employees' files are?
3. Would it be helpful to centralize and automate these business processes into one location that is accessible anywhere?
4. Wouldn't you like to reduce costs and time for your email system and make it more reliable?
5. Wouldn't your business be more productive if you could provide a secure access to your employees so they could work whenever and wherever they want?
6. Don't you think it would be important for your employees to work on the same file at the same time, from two different locations?



## NEED PAYOFF QUESTIONS

Ask about value, importance and usefulness. These questions help you develop the buyer's desire for a solution and understand the benefits you can offer. These are positive and constructive questions that move the discussion toward action.



1. How much time would you save if you could plan and attend a video conferencing meeting at the click of your mouse?
2. Would it give you peace of mind to know your data is replicated and encrypted in the cloud in case of a local disaster?
3. Would it simplify your IT to get the latest and greatest office productivity tools for a simple monthly cost per user?

## HOT CLOSING PHRASE

And finally, here are some hot closing statements that could help you close the deal when you feel your prospect is agreeing with all of your questions.

1. Does this makes sense to you?
2. Can I give you more information to proceed with the provisioning?
3. If we have covered all the bases, will you authorize the order?
4. Do you have any concerns that I haven't addressed? If not...



**SELL OFFICE 365 TO YOUR CLIENTS**

# POSITION THE MAIN BENEFITS OF OFFICE 365

Once you really understand your prospect's challenges and goals, you need to position the benefits of Office 365. To help you do this, we've prepared a list of the most common values that Office 365 offers an SMB and how these values are linked to 4 core business goals:



## **1. WORK WHENEVER YOU WANT, WHEREVER YOU WANT**

Modernize your productivity and business with Office 365. Do more by connecting the right people, ideas and information in your business anytime, anywhere.

- Use Office on all your devices
- Get your documents wherever you go
- Access everything you need from any browser
- Join web conferences on the go
- Work together in real time





## 2. REACH YOUR CUSTOMERS

Get your business noticed with Office 365. Own your web presence, share documents easily, and use business-class email and online meetings to connect with customers and partners.

- Communicate with business-class email
- Connect with customers and partners
- Build business-class documents easily

## 3. MAXIMIZE YOUR IMPACT

Focus on your priorities with Office 365. Streamline your IT process while securing your business with enterprise-grade protection and business continuity. Know your files are securely backed up and can be recovered and accessed anywhere.

- Streamline your IT
- Protect your business against spam and malware
- Backup files to OneDrive
- Expect business continuity
- Trust enterprise-grade protection

## 4. INVEST IN WHAT'S NEXT

Stay current and competitive by investing in Office 365. Having your complete office in the cloud allows you to maximize your technology investment, reduce short-term costs, and ensure that your business remains ready for the future.

- Grow your business while spending less
- Reach your business goals with always up-to-date tools
- Invest for tomorrow with lower up-front costs
- Improve IT flexibility and responsiveness



**SELL OFFICE 365 TO YOUR CLIENTS**

# FACE THE MOST COMMON OBJECTIONS WITH CONFIDENCE

Roy Stephan, Director of IT Architecture and Engineering at Intelligent Decisions shares his enthusiasm for the cloud:

*“Individuals and small businesses can snap their fingers and instantly set up enterprise-class services.”*

If you're going to sell Office 365, you have to be able to face your customers' objections. A lot of potential clients are still on the fence regarding cloud adoption, and if you manage to answer their concerns, you'll have a better chance to convert them into real clients. Prepare yourself with some cheat sheets and note every question that comes your way. Add every new question to your list and make sure you're better prepared to answer it the next time around. Here are some of the most common objections and how you can address them:

**IF OUR DATA MOVES TO THE CLOUD, OUR BUSINESS WILL NO LONGER HAVE CONTROL OVER OUR TECHNOLOGY.**

When you move to the cloud, headaches and time spent maintaining hardware and upgrading software are significantly reduced. Now you and your team can focus on the business rather than being a repair service. You have more time to spend improving business operations and launching agile initiatives. Instead of spending increasing portions of your capital budget on servers for email storage and workloads, you can think strategically and support business managers in a much more agile fashion, responding to their needs quickly.

## KEEPING DATA IN THE CLOUD IS LESS SECURE THAN ON-PREMISES.

“It’s becoming increasingly clear that your on-premises systems aren’t inherently more secure than they’d be in the cloud,” says Mark Anderson, founder of the INVNT/IP Global Consortium, a group of security experts that specializes in cyber theft. Anderson says many companies are routinely hacked and don’t even realize it.

Data security has grown into a full-time job that requires a team of experts. There are few experts out there and those who are available command hefty salaries. Microsoft hires the

best and brightest to thwart security breaches, and they have the resources most companies can only dream about. They also have industry-leading regulatory compliance experts on staff who know the latest regulations and stay up to date. Here are some of the regulatory bodies they monitor: HIPAA and Sarbanes-Oxley, Federal Information Security Management Act (FISMA), ISO 27001, European Union (EU) Model Clauses, U.S.–EU Safe Harbor framework, Family Educational Rights and Privacy Act (FERPA), and the Canadian Personal Information Protection and Electronic Documents Act (PIPEDA).

## I HAVE TO MOVE EVERYTHING TO THE CLOUD; IT’S AN ALL-OR-NOTHING SCENARIO.

While early cloud supporters proclaimed the cloud as the Holy Grail, no one really advocated the idea of fork-lifting your entire enterprise to the cloud over the weekend. Most implementations start with a hybrid approach, moving a single application, like email, and growing from there.

The hybrid cloud creates a consistent platform that spans data centers and the cloud, simplifying IT and delivering apps and data to users on virtually any device, anywhere. It gives you

control to deliver the computing power and capabilities that business demands, and to scale up or down as needed without wasting your on-site technology investments.

Many companies are moving productivity workloads to the cloud; the path for each is different, and the time it takes for those migrations varies. We can help you move workloads such as File Sync and Share (OneDrive for Business) or email (Exchange) first. Then, we’ll help you figure out the right long-term plan for more difficult or larger projects.





## **CLOUD MIGRATION IS TOO MUCH FOR MY BUSINESS TO HANDLE.**

When you start thinking about moving petabytes of data to the cloud, it's easy to see why "going cloud" would be considered a huge challenge for some companies. We're not going to tell you it's easy.

We'll help you every step of the way with information and tips on firewall configurations, reverse proxy requirements, identity options, migration possibilities, and a phased approach for hybrid set-ups. We've also created several paths you can follow, and in most cases, you can use your existing tools and processes.

## **EMAIL ISN'T ANY SIMPLER IN THE CLOUD.**

By moving your business email to the cloud, you can rest easy knowing that the experts who created the software are taking care of the tricky maintenance. This means your team controls your company's capabilities and how your employees use features. You can spend

more time on the core operations that build business value instead of investing precious time on persistent hardware maintenance. Software updates and fixes are delivered automatically as soon as they are released and Exchange Online is always first for updates. Although the management and updates are fully automated, you are still in control when you need to be with the Exchange Admin Center.



## CONTINUALLY UPDATING OFFICE 365 WILL BREAK MY CRITICAL BUSINESS APPLICATIONS.

We know you want your employees to be able to use business-critical apps and add-ins with Office. We want to make your daily tools compatible with Office 365. Here's how we do it:

- Offering the same worldwide standard of desktop applications with the familiar tools you know and love, such as Word, PowerPoint, and Excel.
- Ensuring that even as we update Office in the cloud, our updates do not affect areas that would impact other software applications. For example, in the past 24 months, monthly releases of Office 365 have not resulted in object model or API changes. If your business-critical solutions work with Office 2010 or Office 2013, chances are they will work with Office 365.

- Collaborating closely with leading software vendors. We provide the tools and early access to ensure that solutions that work with Office continue to work with Office 365.
- Helping you avoid compatibility issues by providing guidance and best practices for update management and development.
- Enabling side-by-side installs of Office 365 ProPlus and your older versions of Office. This gives you the time you need to solve any issues.



## SELL OFFICE 365 TO YOUR CLIENTS

# UPSELL!

Selling is fun and we've talked a lot about bringing in new clients. But what about your current clients? Have you interviewed them recently? Their needs might have drastically changed since you onboarded them, and you need to be aware of that! Businesses have to process and keep more data, build and/or integrate more applications, and respond quickly to market changes more than ever. This implies adding services or removing some from their catalog in the blink of an eye. For instance, you may be thinking that Office 365 is just a buzz or hard to sell, but your customers might have already projected their next collaboration project or office tool upgrade based on Office 365. If you don't know that, and if you're not ready to provide it, the earnings you think are guaranteed can soon be a thing of the past. Your customers may also move their existing services from you to a one-stop shop provider that offers Office 365. Make sure you talk to your current clients on a regular basis to uncover their current or new needs and use the "Position the main benefits of Office 365" section to position your new products!

# CONCLUSION

By reading the eBook, you should be ready to start packaging, marketing and selling your Office 365 offers. If you have any questions regarding the content of this eBook or would like to know more about SherWeb's Partners First program, our Business Specialist team is available and ready to answer your questions.

You can also join the SherWeb Partner Network for free. You'll have access to our partner toolbox for more sales and marketing tools such as battle cards, sales cheat sheets, product sheets, training videos, email templates and more.

Call us at 1 (855) 253-3213 or visit our Partners First Section  
<http://www.sherweb.com/partners/resell-office-365/>

Start Selling Today!



Catherine Castonguay  
Senior Account Executive



## ABOUT SHERWEB

SherWeb has nearly two decades of experience simplifying the cloud for MSPs. Today, more than 4,000 partners worldwide rely on our expertise in high-volume provisioning, migration and support. SherWeb holds 2-Tier status in Microsoft's Cloud Solution Provider (CSP) program. Ultimately, this value enables SherWeb partners to go to market faster with Office 365. You own the customer relationship, control pricing and billing, and set your own margins.

HOW TO PROFIT FROM SELLING OFFICE 365:  
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