



Selling Microsoft Surface to Administrators



Challenges

Administrative faculty face many challenges in their roles including:

- Supplying their team with the proper technology to perform their unique job functions
- Keeping faculty up to date on the status of multiple projects
- Staying connected to work and on the go
- Visiting different buildings



The Ideal Device

Administrative faculty require devices for their team that are:

- Lightweight and easy to carry around all day
- Able to run for extended periods of time without a charge
- Has the features and benefits of OneNote collaboration
- Has Advanced Exchange Warranties
- Feature programs installed on devices for security measures



Main Objections and How to Handle Them

"We have a budget that we need to stay within."

This will be a main concern for many departments. Purchasing from the bookstore offers buyers educational pricing.

"We need a way to stay connected with other employees throughout the day without overwhelming their inboxes."

All Microsoft Surface devices support Microsoft Teams, a leading collaboration tool used by students and employers. With Microsoft Teams, they can virtually meet from anywhere, collaborate from anywhere, and more.

"Our Administrators want a more traditional laptop or computer."

Microsoft Surface products are known for their portability. If they're not looking for a 2-in-1, like with the Pro 9, consider looking at the Laptop 5 or the Laptop Studio. The Laptop 5 and Laptop Studio both pack a ton of features in a traditional clamshell design.

"Our devices need to be protected from data and security breaches."

Surface devices come with Windows 11 Pro which is a game changer for protecting user identity, devices, and information. Select devices are also available with Windows 10.

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Recommended Devices



Surface Pro 9

For administrators that want a compact 2-in-1 device and are constantly on the go, the Surface Pro 9 will be their ideal solution. The Pro 9 has the flexibility of a tablet with the performance of a laptop, thanks to the powerful 12th Gen Intel® Core™ i5 or i7 processor and all-day battery life.



Surface Laptop 5

If your administrators prefer a traditional-style laptop, the Surface Laptop 5 is the perfect fit. This ultra-lightweight laptop features a remarkable keyboard for typing comfort and updated processors for lightning performance. The touchscreen allows for fast and easy navigation for work. With long-lasting battery life, administrators can go all day without having to recharge their device.



Surface Laptop Studio

For the best of both worlds, Administrators need to look at the Laptop Studio. This device can discretely transition from laptop to tablet mode. This device packs powerhouse performance and is able to handle intensive desktop software.