

Enable Your Mobile Workforce Campaign Telesales Script

Note to Frontline Partners

This document will help you prepare for discussions with small and mid-sized business customers about deploying mobility solutions leveraging HP iPAQ 910 Business Messenger with Microsoft® Windows® Mobile 6.1 software. By responding to growing customer demand and interest in mobility, campaign activities can create demand and pull-through for core products, solution sales, Microsoft software products, HP mobile devices and HP desktop systems.

Before phoning the customer, you should already know the business name, the industry, the contact name and e-mail address. If possible, you should also have information on what HP equipment the customer is using, along with information on any support or licensing agreements the customer has with Microsoft or other software vendors.

Calls to action

The purpose of the outbound call to the customer/prospect is to help generate a qualified sales lead. Remember that partners like you are the key to successful implementations. Don't hesitate to use your expertise, strategy and service as selling points, in addition to the points made in this script. A successful call will result in:

- Confirmation of customer contact information, including contact name, e-mail address, phone number and mailing address.
- Specific information on the customer/prospect's current use of Microsoft operating environments and their plans (if any) to utilize mobility devices.
- Agreement to allow you to schedule time to come in and discuss how your company's service and expertise—combined with the powerful new features of HP iPAQ 910 Business Messenger, Windows Mobile 6.1, Microsoft Exchange Server 2007 with Exchange ActiveSync, and Office Mobile software—can help this customer boost productivity and collaboration, increase responsiveness and enhance the security of business data.

We suggest you visit the HP/Microsoft Frontline Partnership "Enable your Mobile Workforce Campaign" at <http://www.hpmspartnermarketing.com> to find additional resources that will be useful during your sales calls. You will find a customizable brochure and other marketing collateral that you can download and print.

The Script

Part I – Engage the prospect

Objective: Establish who you are and why you are calling, and gain permission to ask questions of the customer/prospect.

Introduction: “Hello, <Contact Name>, this is <Your Name> from <Your Company Name>. I am calling today to talk about solutions that can help you empower your mobile workforce.

Question: Do you have a few minutes for me to share some details with you?”

If **YES**, then skip to **Part II: Introduce the customer to mobility solutions from HP and Microsoft.**

If **NO**, then ask, “Is there a more convenient time for me to call back?”

If **NO**, then ask, “Is there someone else I should talk to instead?”

If **YES**, then get their contact name, e-mail address, and phone number, thank them for their time, and end the call.

If **NO**, then ask, “Is it okay if I mail you some information on mobility solutions from HP and Microsoft?”

If **YES**, then get their e-mail address, mailing address, and phone number, and then say, “Thank you very much for your time. I’ll send the materials right away. I’ll call you back next week to confirm that you received them.” Once off the phone, send the materials immediately.

If **NO**, then thank the customer for his/her time and end the call.

Part II – Introduce the customer to mobility solutions from HP and Microsoft

Objective: Review key features and benefits of mobility solutions from HP and Microsoft, including discussions on the HP iPAQ 910 Business Messenger, Windows Mobile 6.1, and Microsoft Exchange Server 2007.

Question: “That’s great. I’d like to focus on how <Your Company Name> can help you take advantage of the latest innovations for business mobility from HP and Microsoft. With mobile solutions from HP and Microsoft, you can:

- Enhance productivity and collaboration
- Enable real-time business
- Place the power of the desktop in the palm of your employee’s hands
- Extend your existing technology investments

Question: “Let’s talk about productivity and collaboration first. Are your employees currently able to maximize the time they spend on the road?”

If **YES**: “That’s great. Then you must already have a mobility solution in your organization. Like many organizations, you must have seen the value in mobility when it first emerged on the market. But mobile technology has come a long way since it first appeared. New solutions from HP and Microsoft offer cutting-edge features and functions that enable your mobile workforce to be more productive on the road than ever before.”

If **NO**: "With HP iPAQ 910 Business Messenger and Windows Mobile 6.1 solutions, your mobile workers can stay connected and productive while on the go. They can stay connected 24x7, regardless of location, using familiar Microsoft business applications on HP iPAQ 910 Business Messenger."

Question: "Now let's talk about real-time business. Are your employees able to check order status, verify ship dates, check product availability and such while on the road?"

If **YES**: "Excellent. You're staying up to date on your mobility technology. Your organization must be very progressive, wanting to remain current with all the latest technology. "

If **NO**: "With a mobility solution from HP and Microsoft, they will be able to do all of these real-time business activities from their HP iPAQ 910 Business Messenger. Through synchronization between the desktop, e-mail/application servers and HP iPAQ 910, your mobile workers will have always-on access to up-to-date information. They'll be able to check order status, product availability, and delivery dates—helping to enhance customer relationships, quicken response times, and shorten the sales cycle."

Question: "Next, I'd like to know if you've heard of converged communications."

If **YES**: "I'm very impressed! It's not often that we talk with a company such as yours, which is so well versed in emerging technologies."

If **NO**: "Well, converged communications is what we like to call 'placing the power of the desktop in the palm of your hands.' With a converged communication solution from HP and Microsoft, all your communications applications are accessible from a single device—namely the HP iPAQ 910 Business Messenger. Users can compose e-mails, answer voicemails or send faxes, all from a familiar, easy-to-use interface. And let's not forget that users can also open and edit Microsoft Word, PowerPoint and Excel files."

Question: "Can we spend a little time talking about the mobile infrastructure?"

If **YES**: "Mobility solutions from HP and Microsoft takes advantage of your IT infrastructure investments by offering the remote access and enhanced security features you need at a price you can afford. There are no new network components to purchase, no additional networks to manage or maintain, no new software licenses to buy, and no new middleware to add to your IT environment. All in all, converged communications solutions from HP and Microsoft help you gain significant productivity benefits without spending any additional money on infrastructure enhancements."

If **NO**: "Okay. Maybe we can talk about it some other time, when you have a bit more time to chat with me about mobility solutions."

Question: "I'd like to share some of the features and benefits of the HP iPAQ 910 Business Messenger with you. Is that okay?"

If **YES**: "Great. While there are many smartphones on the market today, the HP iPAQ 910 Business Messenger is in a class by itself. It combines the mobility of a cell phone, the capability of a handheld organizer, the constant contact of a push e-mail device, and the power of an office phone system. Driven by the Windows Mobile 6.1 operating environment, the HP iPAQ 910 Business Messenger provides advanced services for HTML e-mail support, improved security and encryption, and greater integration with Microsoft products—including direct SharePoint intranet access from e-mail links, and seamless integration with Exchange Server 2007.

[Continue if the customer is engaged and interested...]

“The HP iPAQ 910 Business Messenger also serves as a modem. When you’re at a customer meeting and need quick-and-easy access to the Internet, simply tether your HP iPAQ 910 Business Messenger to your laptop and you’re ready to go. You can give customers up-to-the-minute pricing, verify product availability, check on order status and so much more.”

If **NO**: “Okay. But if you decide later that you want to find out about the HP iPAQ 910 Business Messenger handheld, you can visit www.hp.com/go/ipaq for all the details.”

Question: “If it’s okay, I’d like to discuss the Windows Mobile 6.1 operating environment.”

If **YES**: “Excellent. Microsoft designed Windows Mobile 6.1 to provide exceptional mobility functionality without requiring additional investments in your IT infrastructure. This highly scalable solution requires no additional client licenses or middleware, and it’s easy to manage through Microsoft Exchange System Manager.

You can choose from over 18,000 applications developed by 9000 Windows Mobile partners—with the assurance that they will operate seamlessly with the HP iPAQ 910 Business Messenger. And for those situations where customization is the only answer, Windows Mobile supports all the development tools you need to build and deploy the mobile business solutions that precisely match your needs.

Whether onsite with a customer or working from a remote location, your team can stay on top of e-mails, customer contacts, meetings and more. And because Windows Mobile connects directly to your corporate networks, all information is synchronized between the desktop, e-mail or application server and HP iPAQ. Your information remains up to date all the time, no matter what—and that means better business results.”

If **NO**: “Okay. But if you decide later that you want to find out about Windows Mobile 6.1, you can visit www.microsoft.com/windowsmobile.”

Question: “Do you have time to talk about one more product that’s part of the HP and Microsoft converged communications solution, namely Microsoft Exchange Server 2007?”

If **YES**: “Great. Microsoft Exchange Server has supported mobility for more than four years. But today, Microsoft Exchange Server 2007 provides better mobility features than ever before, thanks to next-generation Exchange ActiveSync. This innovative new technology offers mobile access to all the information stored on Exchange Server 2007.

An important new feature in Exchange 2007 is support for unified messaging – also known as “converged communications.” Your e-mail, voicemail and fax messages are synchronized to your HP iPAQ 910 Business Messenger, enabling you to access them without delay. You also get full-featured Outlook on your mobile device—including e-mail, calendaring, meeting requests, contact and task lists and more. You can flag important e-mails that are too complex to deal with on the road, and you can do more administrative tasks yourself, without the intervention of a helpdesk.

Exchange 2007 supports mobile HTML e-mail, so you can see tables, charts and text emphasis. And enhanced search capabilities means faster access to information directly from the server, without storing it on your HP iPAQ 910 Business Messenger—an excellent memory-saving feature.

All told, Mobile Exchange 2007 with Exchange ActiveSync provides a feature-rich environment that extends your existing Microsoft technology investments, while also extending the reach of your organization.”

If **NO**: “Okay, but if you decide later that you want to find out about Microsoft Exchange Server 2007 and Exchange ActiveSync, you can visit <http://www.microsoft.com/uc/products/exchange.mspix>.”

Part III – Wrap up and discuss next steps

Wrap up: I hope that our discussion on mobility and converged communications solutions has been helpful for you, and that you learned a bit about how your business can benefit by empowering your mobile employees with the latest technologies from HP and Microsoft. At [Partner Name], we specialize in mobile solutions that are customized to fit your unique business needs. We can provide services at every step—strategic advice before you buy, implementation, and ongoing support—all intended to keep costs down. Our approach is personal and powerful, and it combines the exceptional technology of HP and Microsoft with our local expertise.

Next step: As a next step in your IT evolution, would you like to schedule a no-risk assessment of your business environment?”

If **YES**: Book appointment, and then say, “Thank you very much. We look forward to meeting with you and planning the best solution for meeting your mobile business needs.”

If **NO**: Say, “Thank you very much for your time. If you discover later that you’d like us to assess your business environment, please don’t hesitate to call us at [partner phone number] or send an e-mail to [partner e-mail address]. We’ll be very happy to talk with you then.” End the call.

If **NO, but interested in additional information**: Confirm e-mail address and send presentation template with applicable talking points, as well as a brochure and/or whitepaper (if desired). Arrange a time for follow up. Close by thanking the customer for his/her time and then end the call.

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