



Copilot+PC

At a glance battlecard

Copilot+ PC product snapshot

Overview: Microsoft teamed up with silicon and Original Equipment Manufacturer (OEM) partners to create a new chipset utilizing ultra-fast Neural Processing Units (NPU) to make a groundbreaking new class of PCs possible.

Messaging/positioning: The fastest, most intelligent Windows PCs ever*, with advanced Copilot experiences** to elevate your search, productivity, creativity and communication: Copilot+ PC is critical to your customer's AI strategy.

Key stats

Copilot+ PCs will deliver the **best power to performance** efficiency of any Windows PCs.

Up to **58% faster** than MacBook Air M3*

Capabilities



Transformative AI experiences
on Windows 11 when run on NPU-capable processors help save time and eliminate routine tasks.



Nearly instant results
to searches because AI runs directly on the device, ensuring that mission-critical business applications run better than ever.



Intelligent context
Copilot+ PCs offer more relevant and contextual answers by intelligently understanding your activities across apps.



Unmatched privacy/security
The most advanced Windows protection by default, with NPU to enable highly secure and performant AI processes.



Connection, even offline
Internet connection isn't needed to use the power of AI, you've got what you need right there on your device.



Lower cost
Copilot+ PCs reduce or eliminate the need to pay for cloud compute and storage.

Prepare for the call

Understand your customers' concerns, needs, and business objectives

Who is the decision maker?

IT buyer for an organization.

Who will these buyers be making purchasing decisions for?

End users will be early adopters in non-regulated industries that have a higher percentage of employees in sales and marketing functions.
Target customers: ITDMs – IT Decision Makers, BDMs – Business Decision Markers, Employees.

Audience overview

ITDM – As the first point of contact when considering new tech, this leader is under pressure to ensure ROI on an ambitious AI strategy.

C-suite – Betting on AI as a key growth driver and investing in their best people to turn technology into improved business outcomes.

SMB founder/owner – Sees affordable AI solutions as a game-changing source of productivity gains and improvements in customer service.

Sales and marketing pros – Leverages AI-powered technologies as the essential tools to drive agility, creativity, and data-informed decision-making within their team.

Key business challenges

- Increasing demand for AI-driven strategies
- Safeguarding sensitive business data and customer information
- Integrating AI technology with existing systems and workflows
- Addressing the shortage of AI-skilled talent
- Evolving workstyles and flexible work
- Ensuring that AI investments yield meaningful returns

Key business goals

- Drive innovation to achieve business growth and agility
- Leverage AI to gain a competitive edge to cope with market fluctuations
- Enhance and personalize customer interactions
- Engage and retain top talent
- Save time and resources
- Improve marketing efforts and ensure ROI

Learn about Copilot+ PC unique capabilities: Value pillars and benefits

Powerful performance for transformative impact

- Complete workloads fast with accelerated AI and CPU performance.
- Unplug and go offline anywhere with AI that runs securely on your device, not on the cloud.
- Use less energy and gain longer battery life.

Security built for AI

- Protect your IP – Run AI operations on-device to protect business and personal data.
- Rest assured knowing that no one at Microsoft can see your AI data.
- Achieve the highest level of Windows 11 cybersecurity to guard against evolving threats.

AI superpowers that unlock productivity

- Describe it to find it – Locate anything on your device, seen or heard, using a few descriptive words.
- Get fast answers and insights – Summarize key information and compare, analyze, and visualize data.
- Delegate tasks to Copilot and quickly create presentations, email, reports, and more.

Business readiness with turbocharged impact

- Enable knowledge creators with Copilot+ PCs to streamline tasks and focus on high-value work.
- Optimize your IT environment with outstanding performance and security, comprehensive data protection, and easy remote management.





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Call script/discussion guide

One minute opening pitch

Hello [customer name], this is [sales rep name], calling from [company name]. How are you today? Thanks for taking the time to talk with me about a groundbreaking new class of PCs.

It's the new Copilot+ PC, unlike any PC you are using now. It's the fastest, most intelligent Windows PC ever*, and brings an unprecedented level of secure AI and performance that can revolutionize the way you work. With a powerful neural processing unit, Copilot+ PC runs more AI-related tasks directly on the device, not in the cloud.

With Copilot+ PCs you can accelerate innovation, solve problems faster, and gain a significant competitive advantage. With unique AI experiences, you can find mission-critical information faster, turn ideas into action, respond quicker to customers, and safeguard your most sensitive data.

In the rapidly-changing AI environment, Copilot+ PC takes innovation to a new level.

Discussion guide

Qualifying questions

- How is your AI strategy going?
- What are your greatest concerns about AI today?
- What types of devices do you use for business? Are they mainly PCs?
- How old are your devices? Do you feel they're meeting your needs?

Listen for key pain points

- Concerns about safeguarding sensitive business data and customer information
- Need to ensure that AI investments yield meaningful returns
- Need to recruit and upskill talent with AI expertise
- Concerns about device performance or battery life

Identify needs for performance, productivity, security, and business impact

Show how Copilot+ PCs can empower early adopter knowledge creators and other power users. With Copilot+ PCs, they can save time and eliminate routine tasks so they can focus on more valuable work.

With AI on the device, your most mission-critical employees are emboldened to rise to every challenge, defy all convention, and securely deliver exceptional results.

Objection handling

We're content with Windows 10 or consumer-grade devices.

- If Windows 10: Windows 10 goes out of support in October 2025, so now is the time to start getting ahead of it.
- If consumer-grade devices: Consumer grade devices don't always cut it for business – They can fall short in capability and value. Copilot+ PCs offer advanced security and features designed to gain competitive advantage and help your business thrive.

I don't want to start all over with our infrastructure

Windows 11 Pro and Copilot+ PCs integrate seamlessly into your current infrastructure, ensuring a smooth transition without a full overhaul, while building on the foundation of Windows 10. This means your investments in updates and device management tools are preserved and enhanced with new features designed for flexible work.

Why upgrade now?

Two big reasons:

- Your people. In today's AI-driven climate, technology and on-the-job tools play an enormous role in employee satisfaction and retention. 86% of employees welcome AI to help them find the right answers and information¹.
- Your organization. What is one thing all industry leaders have in common? They are forward-thinking, and consistently embrace new technologies and ways of working. Copilot+ PCs bring a whole new era of secure AI, and help you unlock hidden potential

Call wrap-up

Talk next steps. Summarize the call and move the customer to one of three CTAs.

Recommend the right upgrade path. Help your customer navigate the various pathways to adopting Windows, considering their unique needs and existing setup.

Customer wants to update to Windows 11 Pro on modern devices.

Recommend Copilot+ PCs for early adopter audience; recommend specific Windows 11 Pro devices for others.

Customer wants to update to Windows 11 Pro, but on their existing devices.

If your hardware is compatible, upgrading to Windows 11 Pro is straightforward. We'll examine your current performance and future needs to see if this makes sense. Let me share some technical resources that you can use to ensure your existing devices meet or exceed [Windows 11 requirements](#).

Continuing the conversation: Advisor to see Copilot+ PC and Windows 11 capabilities and features in action (if applicable).

If you're interested in a more in-depth look at the features, capabilities, and benefits of Copilot+ PCs and Windows 11 Pro, I'd be happy to schedule a call with one of our technical advisors. What day and time works best for you? Someone from our team will contact you to walk through a demo and show specific ways we can bring value to your business.

*Based on Cinebench 2024 Multi-Core benchmark. Performance will vary significantly by device. See aka.ms/cpclaims

¹ Will AI fix work? Work trend index annual report, Microsoft, May 9, 2023.