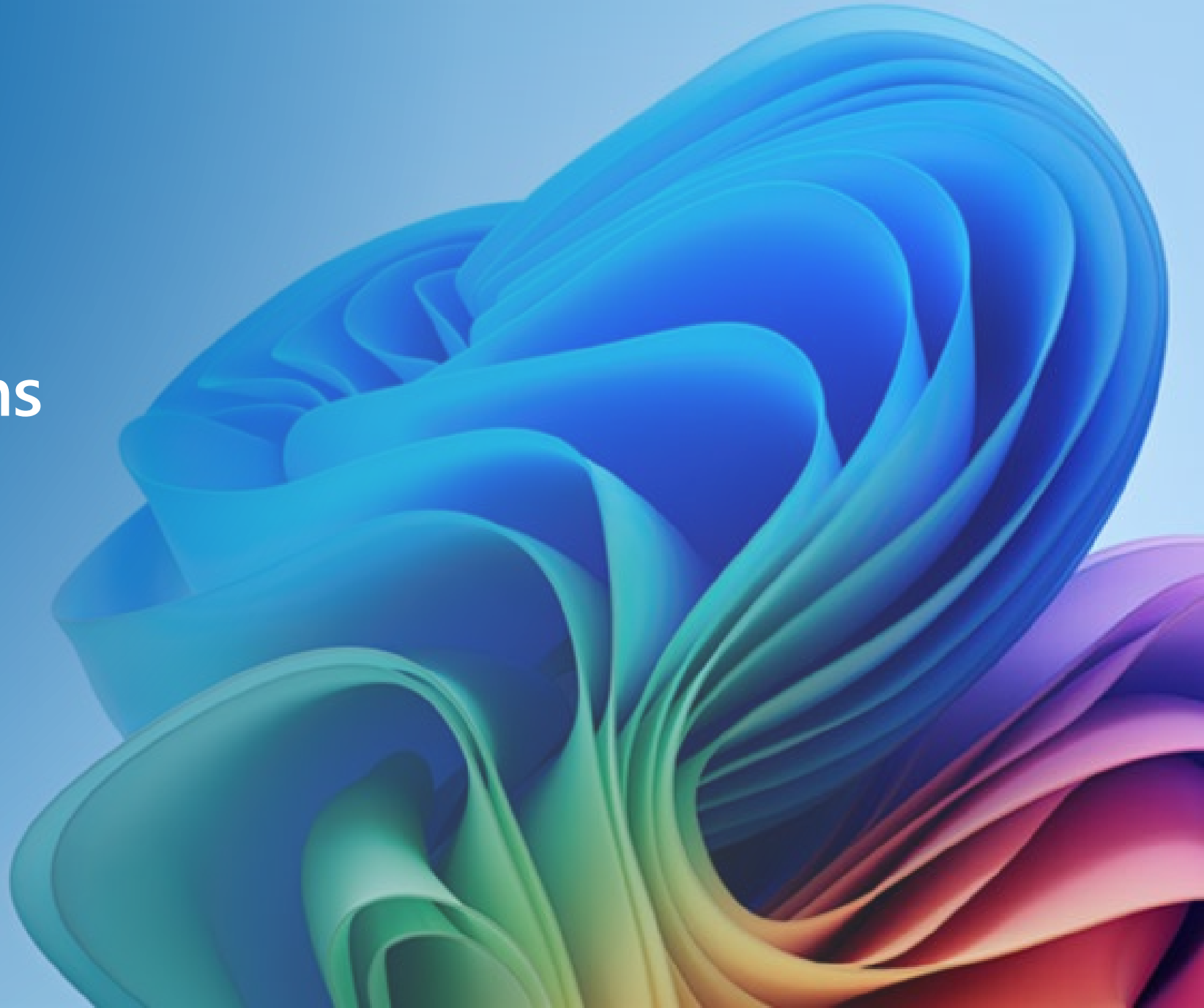


# Copilot+ PC: Handling objections on a sales call



# Handling objections

## Objections and replies

### We're content with Windows 10.

- Your existing user devices and operating system may still be performing well for your current needs, but older hardware and software may also be holding you back.
- Windows 10 goes out of support in October 2025, so now is the time to start getting ahead of it. Given the robustness of Windows 11 and the groundbreaking performance of Copilot+ PCs, it's crucial to address this now.

### I'm happy with my consumer-grade devices.

- Consumer-grade devices don't always cut it for business – They often fall short in capability and business value. Copilot+ PCs offer advanced security and features designed to gain competitive advantage and help your business thrive.

# Handling objections

## Objections and replies

If Windows 11 Pro can run on our current Windows 10 devices, why buy new ones?

- Copilot+ PCs are the fastest, most intelligent PCs ever. And other modern devices are optimized for Windows 11 Pro, which helps deliver increased efficiency, performance, and security.

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 information.
  - **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.
- Getting ahead means planning ahead, especially since Windows 10 goes out of support in October 2025. Now is the time to upgrade to Copilot+ PCs. They're built to support your business's evolving needs and help you get ahead of the curve and the competition.

# Handling objections

## Objections and replies

### Business devices are too expensive.

- Copilot+ PCs come in various price ranges starting at \$999 and offer long-term value through enhanced AI performance and security, easy IT management, and fewer help desk calls.

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

- Windows 11 Pro and Copilot+ PCs integrate seamlessly with your existing infrastructure, allowing a smooth transition without a complete overhaul.
- Windows 11 is built on the same foundation as Windows 10, so any investments you've made in updates and device management tools are carried forward, with added benefits from new and improved features specifically for flexible work.
- When apps work on Windows 10, they work on Windows 11 with a **99.7%** app compatibility rate. And we've got your back with the App Assure program, in the unlikely event of a compatibility issue.
- Copilot+ PCs help optimize your IT environment, delivering increased performance and data protection. And they are easy to manage remotely which saves time for your IT staff.

# Handling objections

## Objections and replies

### Why are you launching Copilot+ PC with Qualcomm silicon?

- Qualcomm has been working on this silicon for over 4 years and their roadmap to launch is ahead of AMD and Intel. We've had Qualcomm silicon in our testing labs for over 8 months. We're launching with Qualcomm X Elite, and we'll test and learn from this by targeting select customers to trial these devices.
- Later in 2024/2025 we will release Copilot+ PCs on AMD and Intel silicon and their supported devices. We've received samples from AMD and Intel only recently. We are working to qualify and test our AI experiences on AMD and Intel over the next few months, but as their silicon roadmap is later, it will take additional time and resources.

### I heard about the new Recall feature in Copilot+ PCs and am concerned about privacy.

Recall is coming soon through a post-launch Windows Update. Recall is an opt-in feature, available only on Copilot+ PCs, that enables users to save snapshots of their screen locally, on their own Copilot+ PC, to find information quickly. Starting with the out-of-box experience, users have the choice to enable or disable this feature, which is disabled by default. They can also pause or delete snapshots at any time, ensuring full control over their privacy. No snapshots are sent to Microsoft, and no internet or cloud connections are involved. Customers can turn on or off saving snapshots at any time by going to Settings > Privacy & security > Recall & snapshots.

See [aka.ms/copilotpluspcs](https://aka.ms/copilotpluspcs)

[See the video at the end of this deck to learn more about Copilot+ PCs Recall feature privacy and control](#)

# Handling objections

## Objections and replies

### Why not Mac?

- Copilot+ PCs offer greater customization and a wide range of device options, at more competitive price points.
- It's up to 58% faster than a MacBook Air (M3)\*, with fastest implementation of M365 apps\*\* and 20+ hours of battery life.\*\*\*
- It also provides native support for many business applications, making it a more flexible solution.

### Why not Chromebook?

- Any potential cost savings is quickly negated by inefficiency. Chromebooks are limited in offline functionality and can't run many essential business programs. Copilot+ PCs run AI processes directly on the device, not on the cloud. And it supports a wide range of applications and offers better functionality offline.

*\*Based on Cinebench 2024 multi-core score*

*\*\*Requires Copilot for Microsoft 365. Copilot for Microsoft 365 may not be available for all markets and languages. To purchase, customers must have a qualifying plan for [enterprise](#) or [business](#).*

*\*\*\*For local video playback. Varies significantly by device*

# Learn more

## Copilot+ PCs Recall feature privacy and control

