

## Overcoming Objections to Moving Your Customers to the Cloud

### **Objection #1: Customers prefer to pay for the total license cost upfront.**

You have much more flexibility when you purchase a license via the Cloud Solution Provider (CSP) program vs Volume Licensing (VL) primarily, the number of users for that license can be increased or decreased as needed at any time. Even though it is possible for a CSP partner to set up an annual license, setting up customers on a monthly basis is the best option, with the most significant benefit being the ***flexibility to credit the end customer for pro-rated months***, in the case that the license needs to be upgraded or changed to a different plan down the road. ***CSP can be billed in a variety of ways, typically monthly, or on any cycle you choose with your end customer.***

### **Objection #2: I make more margin when I sell Volume Licenses to my customers.**

Another benefit to CSP is that you, the Microsoft reseller partner, maintain more price flexibility on what your end customers pay for licenses than what they otherwise would through the VL program. While margins may be similar between VL or CSP, where CSP has the edge for you, the reseller, are the large investments Microsoft is making into this program. With the removal of VL reseller incentives, Microsoft is continuing to increase CSP incentives in the form of rebates and marketing co-op funds.

We advise that you check **Microsoft Partner Centre** frequently to view all available incentives.

### **Objection #3: Many of my customers only have a few employees working remote, and they use free file sharing services when needed.**

It doesn't matter how many employees are working remotely, sharing data securely and in real time is critical. With the cloud, teams can securely access their tools and information from anywhere. Sharing and collaborating at the office or remotely becomes simple, easier, and more secure. Also, with subscription licenses there is no need for upfront investments or paying for upgrades.

**Objection #4: My customers data is very sensitive and needs to remain local/on-premise, they can't risk moving to the cloud.**

Local backups, no matter how consistent will not protect a company and data against all security threats. Also, there is risk to data with the possibility of natural disasters, ransomware attacks or hardware failure. An employee may lose their device, fall victim to a phishing scam or mistakenly download a virus. Data security is so complex and multi-layered that companies really need a team dedicated to this full time, which can be difficult for SMB's. Data is effectively protected in the cloud with administrators being able to control access to information and applications with rules and passwords. With the cloud, business data can be restored quickly and efficiently to ensure rapid business recovery.

**SYNNEX Stellr Microsoft Solutions Assessment**

This free solution assessment is conducted by Microsoft specialists with modern tools and state of the art algorithms to scan your customer's IT infrastructure. The data collected provides detailed insights into their environment to report on potential vulnerabilities and provide data-driven recommendations. This provides actionable steps for digital transformations, cloud migrations and process improvement.

If you are interested in receiving a Solutions Assessment by the SYNNEX Stellr team, you can book a call with our Business Development Managers through [this calendar](#).