

AS-A-SERVICE CALL GUIDE

1. Find the gap or pain point

- Shortages of skilled staff and challenges from emerging work from home requirements are putting stress on the IT transformation process.
- Companies are exploring cloud models and options to keep costs down and address expert shortages.
- But escalating security threats and growing data sovereignty requirements make it difficult to stay secure and in compliance.
- Many organizations are rethinking their existing cloud strategy and how they want to deploy the resources required to support business priorities.

2. Create curiosity with what-if ideas

- What if you could ensure you have the most efficient hardware environments tailored to your specific business needs?
- What if you could easily adjust capacity or add new hardware as your business needs change?
- What if you could leverage a team of experts to proactively monitor your system and ensure maximum uptime?
- What if you could have a fully managed solution to help with cloud transformation?

3. Confirm interest in outcomes

- Would you be interested in a solution that gives you greater control of your on-premise IT infrastructure without increasing complexity?
- Would you be interested in a solution that enables you to move workloads wherever they are needed—on premise or in the public cloud—to optimize performance and resource utilization?
- Would you be interested in a solution that provides a complete view into infrastructure resource consumption?
- Would you be interested in a managed solution that could scale without incremental capital investments?

4. Give the elevator pitch

- **Lenovo TruScale Hybrid Cloud with VMware** lets you control your on-premise IT infrastructure and your hybrid cloud strategy and enables you to quickly scale to meet new business requirements.
- **We deliver** the ability to deploy an on-premises, pay-as-you-use data center with full flexibility, maintenance, support, and management.
- **Our solution** will keep your businesses current and resilient, free up your IT resources to focus on other priorities, and help you to accelerate your OpEx savings.

5. Validate the opportunity

- Have you considered implementing an as-a-service solution that supports your hybrid cloud strategy and gives you greater control and the ability to scale simply?

6. Ask for the meeting

- Based on what we discussed today, I'd like to connect you with one of our as-a-service experts to further explore how we can support your organization's goals. What date and time work best for you? Thanks, and have a great day.



Additional Resources

Please download additional sales tools, including call guides for the other joint solution areas, as well as a sales messaging playbook and a customer presentation.

They can be found at:

Lenovo—Go download at the Lenovo Partner Hub

VMware—Go download at the Partner Connect Portal



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