

PROFESSIONAL SERVICES CALL GUIDE

1. Find the gap or pain point

- Hybrid cloud and changes in the data center are accelerating the need for new solutions and putting stress on internal teams.
- Companies are struggling with the cost, application, complexity, and increasing amount of data transformations required for their business.
- Security is a growing concern as companies face new threats and compliance requirements.
- Organizations are seeing that a cloud operating model is needed for a consistent and better experience for users and customers.

2. Create curiosity with what-if ideas

- What if you could minimize business disruption and risk associated with any IT transformation projects?
- What if you could get assistance reaching objectives of economic flexibility, business agility, and physical and cyber security?
- What if you could work with experts to implement your deployment and streamline your journey by using new technology with proven methodologies and best practices?
- What if you could ensure high system availability and optimal performance for your data center?

3. Confirm interest in outcomes

- Would you be interested in a solution that demystifies business problems and uncertainties with new technologies?
- Would you be interested in a solution that could quickly get your hardware investment working for you with minimal disruption to your staff?
- Would you be interested in a solution that would help you recover the remaining value of equipment and manage concerns associated with IT systems removal?
- Would you be interested in a solution that provides expert support for managed hardware, firmware, drivers, storage, and software components?

4. Give the elevator pitch

- Professional services and managed services from Lenovo give customers a faster time to value and free up teams to focus on other initiatives.
- We deliver advisory and implementation services, such as assessments, health checks, design, implementation, upgrades, and migration to virtualization solutions in VMware.
- Our solution ensures that customers get the most out of the solutions they invest in and gives organizations peace of mind.

5. Validate the opportunity

- Have you considered implementing a solution that provides support and services that are unique to your business?

6. Ask for the meeting

- Based on what we discussed today, I'd like to connect you with one of our professional services 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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