



Product Campaign – Rep Info

Here is additional information that you can use during your calls on the Product Campaign.

DCRM

Leads have a ROC Code (Reason Of Call) Code of either L or M, in the Recommended Calls section.

In the Recommended Calls section, click twice on the Company Name and a new window appears. The "Hints" section (upper right) tells you the products that the customer bought, and when that purchase was made. You should talk about this with your customer (see Campaign Script).

More Product Details

- Product 3000
 - Great performance
 - Lightweight and portable
 - Good entry-level laptops

- Product 61
 - Upgraded laptop for people who use their computer a lot
 - Ideal for people who travel for work
 - An upgraded laptop from the 3000-series
 - Features high performance and portability
 - Is flagship product

Opportunities to Upsell

With computers, typically the customer buys one and then buys more add-ons later. Our goal is to **sell them those add-ons now**, so we get the credit for it. Otherwise the customer will buy it later at a deep discount at another web site.

- MS Office
These laptops do not come with MS Office Suite (Word, Excel, PowerPoint, etc.). Ask the customer if they want to add MS Office to their order!

Microsoft Office	For	Product #s	Price (12/20/07)
Small Business 2007 license	1 PC	10794334	\$244.99
Small Business 2007 complete pkg	1 PC	10794334	\$244.99
Standard 2007 complete pkg	1 PC	10645520	\$399.99
Ultimate 2007 complete pkg	1 PC	10645524	\$679.99

- Docking Equipment - especially if it's a desktop replacement
- Flat-panel monitor and/or large screen monitor
- Full-size keyboard
- Full-size mouse

continued

Opportunities to Upsell, continued

- Second power cord – especially if laptop will be used a lot both at office and at home; the customer doesn't have to unplug and pack up the power cord each time they take the notebook somewhere with them
- Second battery – especially if customer will be traveling with the notebook
- Carrying Case
- Additional memory – especially if customer will be upgrading to Windows Vista now or later. It is the only notebook (in this offer) that will accommodate Vista; all others should add on memory. Here is sample language to use:

“Are you planning on migrating to Windows Vista in the near future? If so, I recommend a dedicated 128-megabyte video card and 1 gigabyte of system memory.”

Extended Warranties, etc.

- Extended Warranty - has a higher margin than the Product extended warranty
- Product Protection - offers coverage for accidents (kids being around the notebook, eating while you work, accidental spills, multiple users on one notebook, etc.)

Physical Features of Product Notebooks

- Most notebook products (by any manufacturer) have life cycles of 3 to 4 years
- Screen is the most expensive part of the notebook; there is a lip around the edge of the screen to protect it
- Extra strong plastic around inside of notebook (screen, keyboard, flat mouse)
- Notebook's entire casing is made of a titanium and magnesium blend
- Two steel hinges secure the top to the bottom
- Products have a “roll cage” in the bottom half of the computer for protection
- Model also has a “roll cage” in the top around the screen for protection
- Roll cage also helps to dissipate heat better and reduce stress on the screen by 40%
- Keyboard is acclaimed for its touch, feel and layout; is especially good for writers, lawyers, software developers
- Keyboard is spill-resistant with a drain at the bottom that can drain off up to 4 ounces of spilled liquid without the liquid getting into the hardware components beneath

Light

- Press Function Page Up together on any product laptop and the light will turn on and light up the keyboard; good for working in the dark on planes, at home in bed, etc.

Product Manager

First Name, Last Name

Email Address

Phone Number

City, State