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Readiness Champion

# Office 2010 Intro

VIDEO



# Selling Office 2010

## Course Agenda

1. **Introducción**
2. **Venta Office 2010**
  - Cómo vender el valor de Office 2010
  - Cómo vender la versión correcta
3. **Oportunidad para vender Office 2010**
4. **Frente a la alternativa de venta**
5. **Recursos**

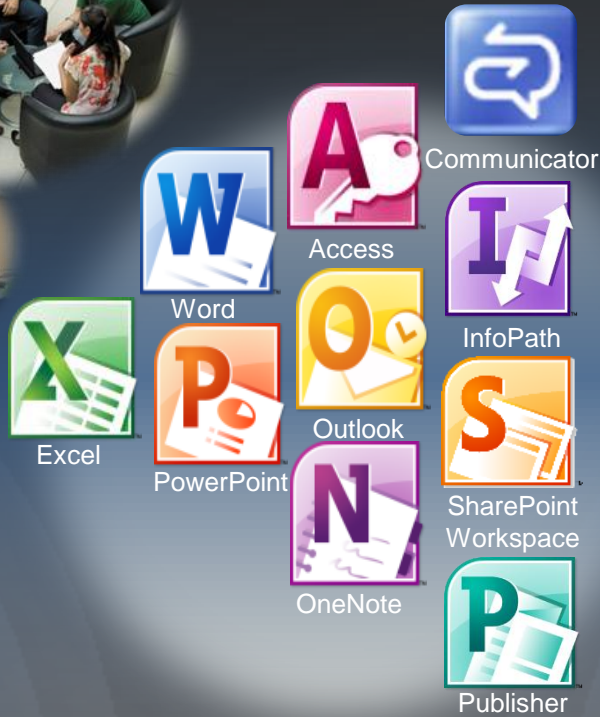


# Introducción a Office 2010

La mejor experiencia de productividad a través de PC, teléfono, y Browser\*



consumidores de pequeñas y medianas empresas



An appropriate device, Internet connection, and supported Internet Explorer, Firefox, or Safari browser are required. Some mobile functionality requires Office Mobile 2010 which is not included in Office 2010 applications, suites, or Web Apps. There are some differences between the features of the Office Web Apps, Office Mobile 2010 and the Office 2010 applications.



# El valor de Office 2010 para nuestros Partners

La Venta de Office 2010 le ayudará a impulsar su negocio

## Satisface las necesidades del mercado en evolución



- Mejor experiencia de productividad en el teléfono, y el explorador del PC

## Fáciles de comprar y vender



- Suite simplificada
- Más opciones para comprar, instalar
- Aumento de la demanda

## Mejora el Revenue del Socio



- Adjuntar a nuevos equipos
- Ventas Cruzadas/Office 365
- Crear soluciones y servicios

# Vendiendo Office 2010

## Visión general del curso

### 1. Vende el Valor de Office 2010

Bringing Ideas to Life



Work Better Together



Use Office Anywhere



### 2. Como Vender la Version Correcta

Consumer Or Home Business



Small and Medium Business



# Vendiendo el valor de Microsoft Office 2010

La mejor experiencia de productividad, a través de PC, teléfono Browser

Work Better Together



*Stay connected to customers*

*"Instantly brainstorm and share, that happens an awful lot between myself and the contractors and also the clients."*

Bring Ideas to Life



*Empower individual impact*

*"Anything having to do with making things simpler and easier to use and employees spending less time, that's the bottom line. That's productivity."*

Use Office Anywhere



*Manage business from a PC, Phone or Browser*

*"It seems it doesn't matter what you do today, what business you're in, everybody is on the go so that's important."*

# Work Together

Trabajando juntos en tiempo real para conseguir cosas más rápido y más eficiente

Work Be  
Connect.

Presencia

Opción para  
Bloquear los  
parrafos

Host locales con  
SharePoint

The screenshot shows a Microsoft Word document titled "Contoso Landscape Design" with a ribbon menu (File, Home, Insert, Page Layout, References, Mailings, Review, View) and a ribbon tab for "Collaboration". The document content includes:

- Contoso Landscape Design** logo
- Overview** section with introductory text.
- Comments from **Sean Azin** and **Jonathan Bailor**.
- A table with 3 columns: Product/Service, Detail, and Location.
- Project Summary** section.

Product/Service	Detail	Location
Water feature	Fountain	Patio courtyard, near BBQ
Landscape Lighting	Soft natural lighting	Front, side and backyard
Water Feature	Waterfall	Southside of backyard
Wildlife focus	Natural vegetation	100' perimeter of backyard
Water Feature	Natural pond	Include in the wildlife area
Landscape Design	Terraced rockery and stairs	Slope between BBQ area and the wildlife area

A notification bubble at the bottom states: "2 new authors are now editing this document. Click to show all authors editing this document." The status bar at the bottom indicates "Page: 1 of 2 | Words: 470 | 3" and a zoom level of "100%".



# Bringing Ideas to Life

Crear material multimedia profesional que cautiva

The screenshot shows an Excel window titled "Slicer - Microsoft Excel" with the following components:

- Slicers:** Two vertical slicers on the left. The "Education" slicer has options: Bachelors, Graduate Degree, High School, Partial College, and Partial High School. The "Yearly Income" slicer has options: 10000 - 30000, 40000 - 70000, 80000 - 90000, 100000 - 120000, and 130000 - 170000.
- Table:** A PivotTable titled "Sales Amount" with columns for March, April, May, and June. It includes data for France, Germany, and United Kingdom, each with sub-rows for Accessories, Bikes, and Clothing. Trend arrows and sparklines are visible for each country's total.
- Conditional Formatting:** A callout box labeled "Nuevo Iconos de Formato Condicional" points to the trend arrows in the table.
- Sparklines:** A callout box labeled "Sparklines" points to the small line charts next to the country totals.
- Other Elements:** The ribbon shows "Home", "Insert", "Page Layout", "Formulas", "Data", "Review", and "View". The status bar at the bottom indicates "Cycle Stats", "Cycle Sales", and "106%" zoom.

Slicers

Nuevo Iconos de Formato Condicional

Sparklines



# Trabajar desde cualquier lugar o dispositivo

Usa Office desde cualquier lugar

Use

Selecione el contenido para usar sin conexión

Sincronización eficiente de cambios

Integrated to local desktop search

Name	Modified	Modified By
Brainstorming-Green Stores.one	10/30/2009 1:55 PM	Joanna Yuan
Brainstorming-Hiring Plan Notes.one	10/30/2009 1:56 PM	Joanna Yuan
Brainstorming-Proposed Logos.one	10/30/2009 1:56 PM	Joanna Yuan
Business Proposal.pptx	11/4/2009 10:45 AM	NORTHAMERICA\paulcan
Fourth Coffee Business Plan Draft.docx	10/30/2009 1:41 PM	Joanna Yuan
Fourth_Coffee_Business_Planning	11/8/2009 2:15 PM	Joanna Yuan
Store Budget.xlsx	11/1/2009 1:03 PM	Joanna Yuan

Last synchronized 11/11/2009 9:08:13 AM

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or

# Venta de Office 2010

## 1. Vender el valor de Office 2010

Bringing Ideas to Life



Work Better Together



Use Office Anywhere



## 2. Cómo vender la versión correcta

Consumer Or Home Business



Small and Medium Business



# Office 2010: Simplified Suite Line-up

Microsoft Office 2010 Licenses and Benefits Across Suites



New PCs Only	OEM, PKC and FPP Only			Volume License Only		
<p>Starter*</p> <ul style="list-style-type: none"> <li>Word Starter</li> <li>Excel Starter</li> </ul> <p><b>New</b></p>	<p>Home &amp; Student</p> <ul style="list-style-type: none"> <li>Word</li> <li>Excel</li> <li>PowerPoint</li> <li>OneNote</li> </ul>	<p>Home &amp; Business</p> <ul style="list-style-type: none"> <li>Word</li> <li>Excel</li> <li>PowerPoint</li> <li>OneNote</li> <li>Outlook</li> </ul> <p><b>New SKU</b></p>	<p>Professional</p> <ul style="list-style-type: none"> <li>Word</li> <li>Excel</li> <li>PowerPoint</li> <li>OneNote</li> <li>Outlook</li> <li>Publisher</li> <li>Access</li> </ul> <p><b>New</b></p>	<p>Standard</p> <ul style="list-style-type: none"> <li>Word</li> <li>Excel</li> <li>PowerPoint</li> <li>OneNote</li> <li>Outlook w/BCM</li> <li>Publisher</li> </ul> <p><b>New</b></p>	<p>Pro Plus</p> <ul style="list-style-type: none"> <li>Word</li> <li>Excel</li> <li>PowerPoint</li> <li>OneNote</li> <li>Outlook w/BCM</li> <li>Publisher</li> <li>Access</li> <li>InfoPath</li> <li>Communicator</li> </ul> <p><b>New</b></p>	
<ul style="list-style-type: none"> <li>* Includes Preinstalled on new PCs only</li> <li>* Includes 1 license / 1 device</li> <li>* Does not include media</li> </ul>	<p><b>Product Key Card to unlock single image</b></p> <p>Install 1 copy on up to 3 licensed devices</p> <ul style="list-style-type: none"> <li>• 1 license / 1 device</li> <li>• Unlocks the SKUs preloaded with Office Single Image</li> <li>• Does not include media</li> </ul> <p><b>New Features</b></p>			<p>Pro Support</p>	<p><b>Volume Licensing</b></p> <ul style="list-style-type: none"> <li>• Unlimited installs per licensed device</li> <li>• Downgrade rights</li> <li>• Portable device rights</li> <li>• Choice of physical media or download</li> </ul> <p>Outlook Software Assurance can be purchased</p>	
	<p><b>Full Package Product</b></p> <ul style="list-style-type: none"> <li>• 1 license / 1 device (Home &amp; Student: 3 devices)</li> <li>• Portable device rights</li> <li>• License is transferable</li> <li>• Includes media</li> </ul> <p><b>Access Web Apps on Windows</b></p>				<p><b>Software Assurance</b></p> <ul style="list-style-type: none"> <li>• Lowers the Price of Acquisition</li> <li>• Flexible Annual Payment</li> <li>• Moves expense from CAPEX to OPEX</li> <li>• Reduces upgrades tied to hardware</li> </ul> <p>Web Apps included in VL suites Deployed on SharePoint for manageability &amp; control</p>	

# Precargado una sola imagen facilita la activación

Los clientes ahora tienen más opciones

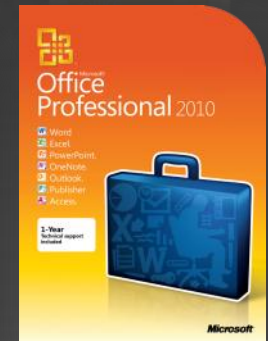
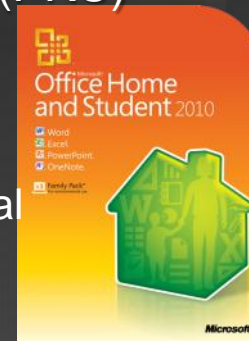
**PC pre-cargada  
con  
Office 2010**

## Option 1 PKC



- Activado por el usuario en minutos utilizando la tarjeta de clave de producto. (PKC)

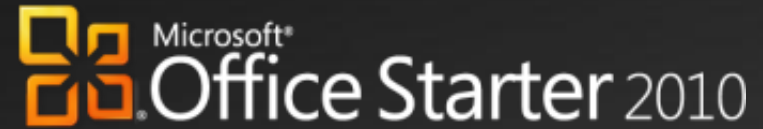
## Option 2 Disco tradicional



- Activado por el usuario en minutos utilizando la clave de producto.
- Disco está disponible para la copia de seguridad, pero no es necesario para la activación.
- No es necesario quitar la imagen de office



# ¿Que es Office Starter 2010?



## Office Starter 2010

- Nueva oferta de productividad Base
- Reemplazo de Works
- Preinstalado por los OEM en equipos nuevos, con una imagen Office 2010
- Starter Incluye Word y Excel Starter
- Funcionalidad limitada versiones de Word y Excel
- No incluye Outlook, PowerPoint y OneNote
- Apoyado por el anuncio
- Incluye mensajes en el producto para aumentar las ventas y compra

	Office Starter	H&S or H&B
PowerPoint	X	✓
Outlook	X	H&B
OneNote	X	✓
Smart Art Graphics	X	✓
Diseño de Pagina	X	✓
Tabla de contenidos, bibliografía, notas al pie de pagina	X	✓
Revisión de documento con control de cambios, comentarios	X	✓
Macros	X	✓
Organizar datos con tablas dinámicas, graficos dinámicos, y Slicers	X	✓
Integración con Web Apps	✓	✓
Anunciación del Producto	✓	X



# Aplicaciones de Office 2010 y ruta de migración de SA

## Pequeñas y medianas empresas

### Suites

Software Assurance  
Ruta de migración

✓ = Nuevo



\* Office web applications include Word web app, Excel web app, PowerPoint web app, and OneNote web app. Access to Office web applications included with Office license.

# New! Office Web Apps

Conseguir cosas cuando y donde lo necesite, desde prácticamente cualquier equipo con conexión a Internet.

A screenshot of a Microsoft Word Web Access browser window. The browser is Internet Explorer, and the document is titled 'FABRIKAM Q4 Executive Update 2.docx'. The document content includes a title 'FABRIKAM Press Release', an introduction, an organizational realignment section, and a table of regional operations.

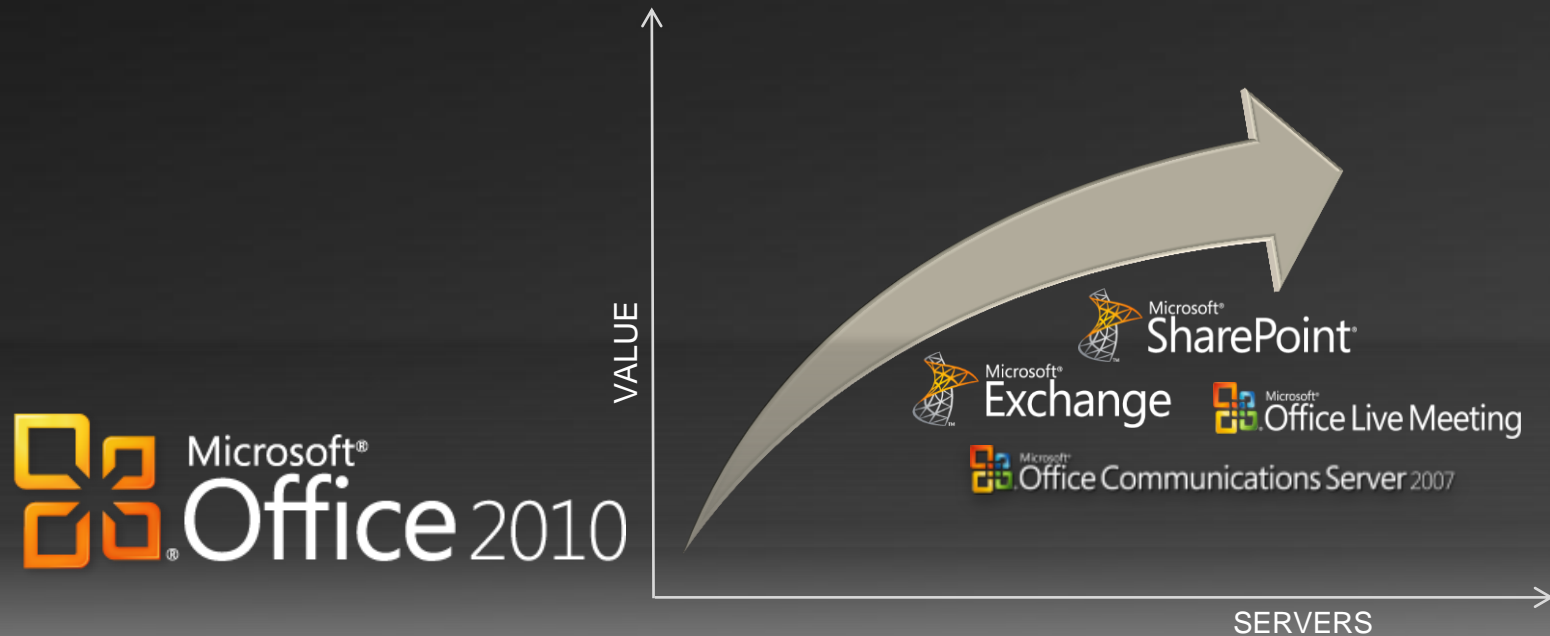
Region	Vice President	Office Locations	Sales Offices
North America	Rich Haddock	Dallas	23
Canada	Wilson Pais	Montreal	5
Japan	Makoto Yamagishi	Kyoto	14
Germany	Soren Francker	Hannover	20
Italy	Stephanie Bourne	Milan	12
Ireland	Isabel Martins	Galway	4



\* Note: An appropriate device, Internet connection and supported Internet Explorer, Firefox or Safari browser are required. Some mobile functionality requires Office Mobile 2010, which is not included in the Office 2010 applications, suites or Web Apps. There are some differences between the features of the Office Web Apps, Office Mobile 2010 and the Office 2010 applications.

# Office 2010 + Servers = Aumentan el valor

Abordan mejor juntos las necesidades de pequeñas y medianas empresas



+



=



# Vender el valor de Office 2010 contra alternativas

PC, Phone, & Browser

Conjunto de funcionalidad más rico

Microsoft Office 2010

Excel Word Access Outlook OneNote SharePoint Workspace Publisher InfoPath Communicator

Pilares fundamentales

- Work Better**  
*Conéctese a los clientes*
- Bring Ideas to Life**  
*Potenciar el impacto individual*
- Use Office Anywhere**  
*Administrar negocios desde un PC, el teléfono o el navegador*

The advertisement features a central graphic of the Microsoft Office 2010 logo. To the left, it shows a laptop, a mobile phone, and a browser window, all displaying the Office interface. To the right, a collection of application icons is displayed, including Word, Excel, PowerPoint, Outlook, OneNote, Access, InfoPath, SharePoint Workspace, Communicator, and Publisher. Below the main logo, three pillars are highlighted: 'Work Better' (connecting with clients), 'Bring Ideas to Life' (enhancing individual impact), and 'Use Office Anywhere' (managing business from PC, phone, or browser). The background includes faint text like 'Previous Versions', 'Software Piracy', and 'Office 97'.



# Recursos y Siguietes Pasos

partner.microsoft.com/office2010

1. Descarguenlo!

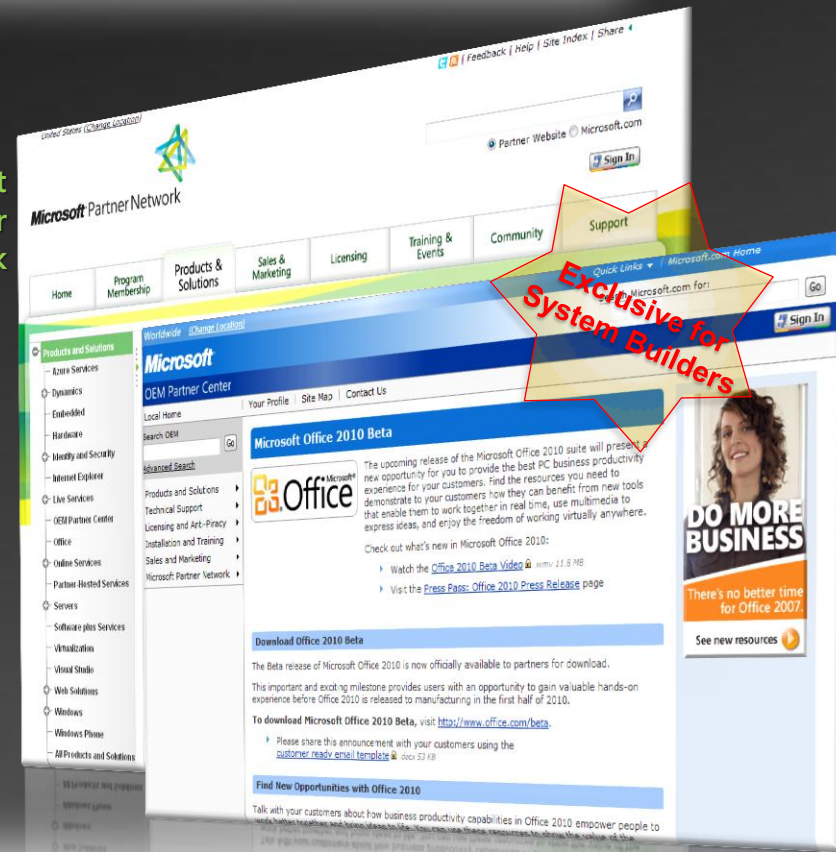
2. Entrenarse

3. Ventas Cruzadas

- Windows 7: [microsoft.com/windows7](http://microsoft.com/windows7)
- Exchange 2010: [microsoft.com/exchange](http://microsoft.com/exchange)
- SharePoint 2010: [microsoft.com/sharepoint](http://microsoft.com/sharepoint)
- Office 365

4. Vender, Vender, y Vender!

Microsoft  
Partner  
Network



[oem.microsoft.com](http://oem.microsoft.com)



# Office 2010 Resources for Partners

Un gran recurso para los socios que deseen una ventaja

- Presentaciones de productos
- Vídeos de procedimientos
- Artículos
- Entrevistas con gerentes de producto de Microsoft
- Vista previa técnica
- Enlaces a Blogs
- Vínculos a foros de discusión

<http://partners.microsoft.com/office2010>

The screenshot displays the Microsoft Partner Network website for Office 2010 Beta. The page features a navigation menu with categories like Home, Program Membership, Products & Solutions, Sales & Marketing, Licensing, Training & Events, Community, and Support. A central banner highlights 'Productivity Gained' with icons for Microsoft Project 2010, Office, and SharePoint 2010. Below this, there are sections for 'Recommended' (Get Training Recommendations, Customer Financing Options, Find and Create Demos, No-Charge Technical Support, US Partner Team on Twitter), 'Membership' (Enroll in the Partner Network, About the Network, Which Level is Right for Me?, Download the Program Guide, Competency Tool), and 'Build Your Practice' (Business Planning Tools, Practice Builder Online Tool, Empower for ISVs, Are Your Apps Compatible?). A prominent 'Microsoft Office 2010 Beta' banner with a 'Get It Now' button is also visible. The page includes a video player showing Office 2010 Beta in action, a section for 'Office 2010 Beta Applications' (Word, Access, PowerPoint, Publisher), and social media links for Facebook, Twitter, and YouTube.

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