

Microsoft® Windows®

Small Business Server 2003

Quick Reference Sales Guide

The number of small businesses who maintain more than one PC but don't utilize a server is high. These businesses' technology adoption rates are growing rapidly. Microsoft® Windows® Small Business Server 2003 (SBS 2003) provides a great opportunity to tap into this large and growing market.

1. Identify Sales Opportunities

Easily identify sales opportunities by listening for clue words, business needs, and current hardware.

Clue words

- Security
- Networking
- File sharing
- Data backup
- Internal company website

Business needs

- "I need to connect two PCs."
- "I need to back up my information."
- "I need to share information with employees."
- "I need to access information while away from the office."
- "I need to communicate professionally and effectively with prospects."

Current hardware

- "I have three PCs but no server."
- "I'm currently running SBS 2000."
- "I'm currently running Windows® NT4."
- "I need to upgrade my hardware."

2. Qualify the Prospect

Recommend either the SBS 2003 Standard or Premium Edition. If the conversation falters, ask questions, such as:

- "How many PCs does your company have?"
- "Do you have a server?"
- "Are your PCs networked or connected?"
- "How do you protect your PCs from hackers?"
- "How do you back up your data?"
- "Can your employees share and manage files?"
- "Does your company have its own e-mail address?"
- "Can you and your employees access information while away from the office?"

Recommend the right SBS 2003 Edition

Recommend the **SBS 2003 Standard Edition** if your prospects need:

- File sharing and management
- Data backup and restore capabilities
- Resource sharing (printer, applications)
- Remote access (mobility) to information and resources
- E-mail hosting (for example, Julie@juliescards.com)

Recommend the **SBS 2003 Premium Edition** if your prospects need:

- Any or all of the features of the Standard Edition
- Internal Internet monitoring and management tools
- A database to run line-of-business applications
- Website-publishing software

3. Reinforce Needs

After you've identified and qualified the prospect, communicate the value of SBS 2003 based on their business needs.

"I need to protect my network/business information."

"With SBS 2003, you can:

- Count on a built-in firewall.
- Restrict users' access to the Internet.*
- Keep PCs and software up and running with automatic updates."

*SBS 2003 Premium Edition only

"I need to back up my company's information."

"With SBS 2003, you can:

- Automatically schedule backups of your business information.
- Easily retrieve accidentally deleted files and previous file versions."

"I need to communicate with prospects."

"With SBS 2003, you can:

- Host your own e-mail (Julie@juliescards.com).
- Share calendars and easily schedule meetings.
- Send one-to-many e-mail messages and faxes to prospects quickly and easily."

"I need to access information when I am out of the office."

"With SBS 2003, you can:

- Use Remote Web Workplace to access desktops at work, e-mail messages, contacts, calendars, network files, business applications, and internal websites from any PC with Internet access.
- Use mobile devices to access e-mail, contacts, and calendars from virtually anywhere, anytime."

"I need to share files with my employees."

"With SBS 2003, your employees can:

- Find and share information from one centralized location, so they don't have to depend on coworkers to send or e-mail documents or reports.
- Manage version control so they don't waste time looking for files or duplicating work."

"I need to reduce costs."

"With SBS 2003, you'll save money because you can:

- Share equipment, such as printers, fax machines, and modems.
- Share resources, such as Internet access and business applications.
- Fax with fewer phone lines and send faxes directly from PCs."

4. Handle Objections

Your prospects will likely present some objections. Be prepared to handle them in a positive and professional manner.

Objection: "I can just add another PC to function as a server on my current network."

Response: "You could do that, but you'd be missing out on a lot of benefits provided by a server with SBS 2003. You can easily share files and manage information from one central location. You'd also save money because people could share equipment, like printers. And, you can still work while you're away from the office, because you can access your network with any mobile device or PC with Internet access."

Objection: "Linux is never attacked. My business is more secure with Linux."

Response: "You really don't have to worry about getting attacked when you have a server with SBS 2003. It automatically protects and secures your business information."

"With SBS 2003, you can schedule regular, automatic backups of your business information. And if employees accidentally delete or save over a file, they can restore the correct version quickly and easily with SBS 2003."

"Whether you choose the Standard or Premium Edition of SBS 2003, you'll get built-in firewall protection from the Internet, more protection when you access the network from the road, and automatic removal of dangerous e-mail attachments."

Objection: "I have SBS 2000—why should I change?"

Response: "SBS 2000 is a great product, but SBS 2003 does offer some advantages. It's easier to manage and it offers new features that allow you to retrieve accidentally deleted files, automatically back up business information, access information while you're away

from the office, and use an internal company website where you can file and share information in one central location."

Objection: "Windows® NT works fine for me."

Response: "Windows NT is a great product, but by upgrading you'll immediately experience great benefits, such as improved reliability, availability, and scalability (in addition to the benefits mentioned above). And, Microsoft has announced it's ending all support for Windows NT4 on December 31, 2004."

SBS 2003 Restrictions

In most cases, SBS 2003 is the right server product for small businesses. But please note these parameters.

- SBS 2003 must be the first server installed on the network, and must serve as the main log-on server. (Additional servers can be installed later.)
- SBS 2003 does not support branch offices (for example, the branch office of a large corporation, such as a bank).
- SBS 2003 only supports up to 75 users or devices. However, customers can purchase the SBS 2003 Transition Pack to protect their investment and transition to full server products.

If a potential prospect does not qualify for SBS 2003, be sure to ask more questions to determine which Windows Server™ product would be a better choice.

Need: Print/file and application servers

Recommend: Microsoft® Windows Server™ 2003 Standard Edition

Need: Web servers

Recommend: Microsoft® Windows Server™ 2003 Web Edition

Need: Clustering or servers with more than 4 GB of memory

Recommend: Microsoft® Windows Server™ 2003 Enterprise Edition

Client Access Licenses (CALs)

A CAL is required for every user or client accessing SBS 2003.

- SBS 2003 Standard and Premium Editions include five client-access licenses—additional CALs can be purchased in 5- and 20-packs.
- SBS 2003 offers two types of CALs—user and device:
 - User CALs allow a user to access the server from multiple devices and are ideal for organizations with mobile employees or those using multiple devices to access the network.
 - Device CALs allow multiple users to access the server from a single device and are ideal for organizations with multiple users for one device.

For system requirements, visit:

www.microsoft.com/windowsserver2003/sbs/evaluation/sysreq/default.msp

For more information, visit:

www.microsoft.com/sbs

© 2005 Microsoft Corporation. All rights reserved.

Microsoft®