

# Conversation starters

Here's how to switch your customers on to thinking about desktop PCs



Get the ball rolling with these discussion topics that can start the conversation and get your customers thinking about the benefits of desktop PCs.

## Conversation starter 1

Talk about the cost savings that can be made with desktop PCs. Price is often a primary concern of IT professionals, and a desktop is likely the best choice for tight budgets. Work on the value proposition and compare the costs of desktops and laptops, demonstrating the reduction in price and the improvement in performance.

## Conversation starter 2

Talk about the modern workspace and how IT flexibility is being combined with IT performance as a priority for many businesses. If your customer is currently evaluating the way that his business operates, it's a good time for them to look at the flexible working setups that are made possible at relatively low cost by using compact desktops.

## Conversation starter 3

Talk about how collaborative working is moving to the forefront of business. Explore the subjects of security and platform stability, and how desktops provide a higher level of security when operating online, as well as greater stability and durability when compared with other form factors.

## Conversation starter 4

Talk about the computing power, speed and storage capacity that desktops can deliver, at a far smaller price tag than comparable laptops. Explain how they provide the best solution within an office, as they are compact yet fully-featured, delivering big business performance without taking up space.