

Objection handling check sheet

Navigate successfully through the desktop PC sales process



Use this objection handling check sheet to anticipate and respond to any concerns your buyers may have when considering desktop PCs. Turn objections into an opportunity and pave the way to a successful sale.

Objection	Approach
It costs too much to replace our IT equipment.	Desktop PCs deliver big cost savings when you compare them with laptops, like-for-like on performance and storage. Combine that with the increased power and versatility that you'll enjoy, and the increased efficiencies are likely to outweigh any costs.
Desktops don't fit into our business model, we are only interested in laptops.	The computing power and storage capabilities of desktops can outperform those of other devices such as laptops. What's more, size is no longer an issue with desktops. They come compact yet fully-featured, delivering big business performance without taking up space. It's a combination of durability and versatility.
We do a lot of collaborative working. Our business relies on video conferencing and keeping in touch with clients through online tools.	Modern desktops are designed with collaboration in mind. They are high-performing, reliable and secure. If you're working collaboratively then you need to be thinking about how desktops fit into your IT strategy. Devices such as the HP Elite Slice G2 for Zoom Rooms and Microsoft Team Rooms allows you to collaborate in real-time with immediate connectivity.
We need high power machines, as we use processor-intensive applications and can't afford to run into any reliability issues.	The computing power and storage capabilities of desktops are second to none. Desktop components are often larger and more powerful than their laptop equivalents, which are designed to operate in a smaller and less-ventilated environment, giving desktops an advantage when using processor intensive applications.
I like the idea of using desktop PCs, but we just don't have the space.	A lot has changed with desktops. They come compact, yet fully-featured, delivering big business performance without taking up space. For example, the Lenovo Tiny which can be attached to the back of compatible monitors, offering a versatile, fit anywhere solution.