



# BRILLIANT PERFORMERS

HP and Windows 7  
help you get more done with less.



HP & Windows 7 – Telemarketing script

# SECTION 1: OPENING STATEMENT

## For cold call:

*Good morning/afternoon [customer name], my name is [your name] and I'm calling from HP. I'd like to speak to the person in your business responsible for selecting IT equipment.*

## Once you have located the correct person:

*Hello, this is [your name] calling from HP.*

*The reason I'm calling is because Windows® 7 is now available on HP PCs, and many companies are considering migrating their current systems to help improve performance and energy efficiency.*

*I'd like to ask you a few questions to see if you could benefit – it will only take a few minutes of your time.*

## For warm lead:

*Hello, this is [your name] calling from HP. Could I speak to [customer name] please?*

*I just want to confirm: Are you the person responsible for choosing your business IT equipment?*

Yes	No
That's great.	Oh, I'm sorry. Can you tell me to whom I should be speaking?
Continue	Take details and restart

*The reason I'm calling is because Windows 7 is now available on HP PCs, and many companies are considering migrating their current systems to help improve performance and energy efficiency.*

*I'd like to ask you a few questions to see if you could benefit – it will only take a few minutes of your time.*



## SECTION 2: QUALIFYING QUESTIONS

*I'd like to ask you a few questions about your current IT setup.*

Place a tick in the "yes" column next to each question that is answered affirmatively.

Topic Area	Question	Yes
Security	<i>Is security an issue for your business?</i>	<b>Proof Points Section 3a</b>
Performance	<i>Do you have problems with your existing equipment being slow and sluggish?</i>	<b>Proof Points Section 3b</b>
Energy efficiency	<i>Are you interested in reducing your monthly power costs?</i>	<b>Proof Points Section 3c</b>
Cost	<i>Would you be interested in lowering the total cost of ownership of your IT? Are your notebooks or PCs more than three years old? Is financing a barrier to acquiring new equipment?</i>	<b>Proof Points Section 3d</b>
Productivity	<i>Are you interested in productivity enhancements for your business?</i>	<b>Proof Points Section 3e</b>
Ease of use	<i>Would you be interested in equipment that is easier to use and manage?</i>	<b>Proof Points Section 3f</b>
Migration	<i>Have you been considering migrating to Windows 7?</i>	<b>Proof Points Section 3g</b>
Reliability	<i>Is reliability an important factor for your IT equipment?</i>	<b>Proof Points Section 3h</b>

If customer answers "No" to all questions:

*Thanks for that. I'd like to send you some information about the new HP hardware with Windows 7 – would that be okay?*

If "Yes", confirm customer address & contact details, thank customer for their time and end call.

If "No", thank customer for their time and end call.

If customer answers "Yes" to at least one question:

*Based on your answers, it looks as if your business could really benefit from an upgrade to new HP hardware with Windows 7. I'd like to address some of the specific concerns you mentioned and tell you how HP products can help. It'll only take a few minutes – is this a good time to discuss it?*

If "Yes", make a note of each question that has a tick next to it, and proceed to the appropriate responses in Sections 3a–3h Proof Points.

If "No", schedule a time for a follow-up call, thank customer for their time, and end call.



## SECTION 3: PROOF POINTS

### 3a. Security

**You mentioned that security was an issue. Windows 7 Professional and HP commercial PCs offer an extremely robust security combination – here are some examples.**

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HP Professional Innovations such as Disk Sanitizer, Privacy Manager, Sparekey, Drive Encryption, and LoJack mitigate risk and help control access, protect data, and prevent tampering or theft on HP notebooks.

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HP ProtectTools, built into every HP commercial PC, further protects your system and critical data.

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Windows 7 User Account Control (UAC) helps defend your PC against hackers and malicious software. Introduced in Windows Vista®, UAC is designed to be less intrusive and more flexible.

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Windows Defender helps protect you from spyware and malicious software, and the new version in Windows 7 is designed to offer simpler notifications, more scanning options, and less impact on your computer's performance.

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### 3b. Performance

**It sounds as though performance is a top concern for your business. Let me tell you about the enhanced performance you can enjoy with new HP hardware with Windows 7.**

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A new HP desktop with an Intel® Core™2 Duo processor & Windows 7 Professional can run nearly three times faster than your old PC while using half the electricity.<sup>1</sup>

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A new HP desktop with an Intel® Core™2 Duo processor and Windows 7 Professional can boot up to 55% faster and shut down up to 31% faster than your old PC.<sup>2</sup>

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Compared to an older laptop with Windows XP, a new HP business laptop with Windows 7 can deliver up to 68% increase in performance power.<sup>3</sup>

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New HP business laptops with Windows 7 can start up to 41% faster and have shutdown times that are up to 30% faster than an older laptop.<sup>4</sup>

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### 3c. Energy efficiency

**Conserving energy is a priority for a lot of businesses nowadays. HP and Windows 7 give you lots of ways to reduce your power costs and your environmental impact.**

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Windows 7 includes new power-saving features like automatic screen dimming. It also runs with fewer background activities so the processor doesn't work as hard and draws less power.

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From materials innovation and design for recyclability to implementing power reduction tools, HP notebooks are designed to maximize energy efficiency.

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Features such as HP Power Assistant, Ambient Light Sensors, and LED backlit displays all help minimize your environmental energy footprint.

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A new HP desktop can consume up to 55% less energy than an older desktop.<sup>1</sup>

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### 3d. Cost

**There are so many ways that new HP equipment with Windows 7 can reduce your longterm IT costs. Even if your equipment isn't over three years old, there are still many cost advantages associated with upgrading.**

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With today's technology, you get more for your money. Processor speeds, memory, disk capacity, connectivity, and other hardware and software features mean faster and more powerful applications, more productivity, and less downtime. You also benefit from enhanced power-saving features. All of this can substantially reduce your TCO.

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As PCs age, the number of IT issues and the cost of resolving security incidents increase. PCs also become more costly to update over time.

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If a notebook is more than three years old, it may be out of warranty, causing support costs to increase or the need to purchase an extended warranty plan. These costs can exceed the price of a new HP notebook.

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### 3e. Productivity

**If you're looking to get more done in less time, here are some of the things that HP and Windows 7 can do to help.**

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HP QuickLook lets you easily and quickly check your e-mail, calendar or contacts without booting up your laptop PC.

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HP Touch and touch enhancements in Windows 7 make the experience better.

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Responsive and ready – super-fast startup, shutdown, sleep and resume from standby.

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Windows 7 Professional was engineered to start up and be ready more quickly.

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Location-aware printing automatically sends your documents to the right printer. (Setup may be required.)

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HP's ambient light sensor on our laptops dims the display according to the environment to help prolong work time.

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### 3f. Ease of use

**Technology should make your business easier to run, not more complicated. I'd like to tell you about some of the features that make HP hardware with Windows 7 so easy to use and manage.**

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HP notebooks with Windows 7 are easier to use. Connect to the web and e-mail quickly with HP QuickLook 3 and QuickWeb

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Create recovery disks, backup files, and schedule backups and restore point snapshots with HP Recovery Manager (not available on Windows XP).

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Connect and manage external displays, including the HP DreamColor display, more easily and reliably with Windows 7.

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Access exclusive HP notebook tools via integration with the Windows Mobility Center in Windows 7, so you can quickly manage mobility settings from a central location.

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### 3g. Migration

**You mentioned that you were considering upgrading to Windows 7. That's great, because there's no better time than now to make the change. HP and Microsoft make it really easy to upgrade – here's how.**

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HP Migration Data Cable moves your data from your old PC to new one.

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Windows 7 Onsite Upgrade service provides onsite technicians to manage data migration, training, and more.

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Norton Online Backup Service for system upgrades, provides easy data backup.

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Partner with HP for support and advice during your transition.

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Free Windows 7 online classes.

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Chat about Windows 7 with other business people on HP forums.

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HP Access offers SMBs \$1,000 worth of offers.

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Built with compatibility in mind. The majority of software and devices working on Windows Vista® also work on Windows 7.

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### 3h. Reliability

**Since you mentioned that reliability is a key concern regarding your IT equipment, here are a few things you might want to consider.**

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With HP's expertise in integrating, testing, and innovating, HP notebooks deliver reliability you can count on. HP business notebooks undergo over 95,000 hours of testing. Our proven testing program delivers superior quality and reliability and includes 50,000 test steps with 240 industry-standard hardware and software products tested for compatibility.

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HP notebooks with Windows 7 deliver a reliable combination of hardware and software. HP has logged thousands of hours testing Windows 7 and has vigorously tested the operating system on HP notebooks.

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## SECTION 4: CLOSING

**Based on what we've talked about, would you be interested in scheduling an appointment to further discuss upgrading to HP hardware with Windows 7?**

If "Yes", thank customer and schedule appointment, then end call.

If "No":

*Okay. I'd like to send you some information that might be useful to you in the future. May I confirm your contact information and address?*

Confirm contact details, thank customer for their time and end call.



## Footnotes

- <sup>1</sup> System config for D530: 80 G PATA HDD, 3 x 512 MB DDR1-400 MHz PC3200, CPU Intel® Pentium® 4 2.8 GHz/ Intel Pentium 2.8G, CD ROM, XP SP2.  
**System config for 8000 Elite:** Intel Core™2 Duo E8400, 2 x 1 GB RAM DDR3, 160 GB HDD, integrated graphics, LightScribe DVD/RW, Windows 7 Pro 32. Dual-core CPUs were tested – Intel-based systems used E8400, AMD-based systems used B55. Power testing was done with EPA and non-EPA power supplies. EPA Power testing results used. All new products were tested with Windows 7 Pro 32.  
Power & performance profiles: PCMark05 and power measurements were done with the "as shipped" defaults. Power measurements for idle, off, & sleep/standby was conducted per ENERGY STAR® 4.0/5.0 guidelines. Actual results may vary based on system configuration and performance will vary over time depending on software installed.
- <sup>2</sup> Bootup and shutdown times were calculated on the following configurations:  
D530 – Intel Celeron® 2.53 GHz, 3 x 512 MB DDR1-400 MHz PC3200, 80 G PATA HDD, on-board graphic.  
8000 – Intel Core 2 Duo E8400 CPU, 2 x 1 G, 160 G 7200 rpm, on-board graphic. Actual results may vary based on system configuration and performance will vary over time depending on software installed.
- <sup>3</sup> Source: PC Mark05 benchmark comparison of Intel T2400 (1.83 GHz) HP nc6400 Notebook to Intel Core 2 Duo T9600 HP EliteBook 6930p. Actual results may vary based on system configuration and performance will vary over time depending on software installed.
- <sup>4</sup> Test results compare HP 5310 systems with identical configurations with one system running Microsoft® XP Pro SP3 and the second system running Microsoft Windows 7. Actual results may vary based on system configuration and performance will vary over time depending on software installed.

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