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## Sales Guide

Tools to help you initiate, engage, and compete

# Overview

This sales guide contains messaging, probing questions, objection handling tactics, and competitive resources to help you engage customers in productive and successful conversations.

## Why sell Dropbox Business with Office 365?

**Easy sales pitch:** More than 500 million people rely on Dropbox to be the home for their most important information, and over 1 billion people use Microsoft Office. Even better, over 17 million people already use the Dropbox and Office integrations across desktop and mobile so you'll be tapping into a large installed base that is familiar with the solutions.

**Stronger solution for your customers:** By using the two solutions, customers get the power of Dropbox without giving up the Office platform they rely on. It's a win for end users who love the products, and a win for IT teams who need to control their business data.

Sales toolkit			
Email Templates	<ul style="list-style-type: none"><li>- <a href="#">Upsell</a></li><li>- <a href="#">Upsell follow-up</a></li></ul>	<ul style="list-style-type: none"><li>- <a href="#">Close</a></li><li>- <a href="#">Close follow-up</a></li></ul>	<ul style="list-style-type: none"><li>- <a href="#">Grow</a></li><li>- <a href="#">Grow follow-up</a></li></ul>
Webinar recordings	<ul style="list-style-type: none"><li>- <a href="#">Dropbox Business</a></li><li>- <a href="#">Dropbox Education</a></li></ul>		
One Pagers	<ul style="list-style-type: none"><li>- <a href="#">Dropbox + Office 365: Better Together</a></li><li>- <a href="#">5 reasons to choose Dropbox over OneDrive</a></li><li>- <a href="#">What is Dropbox Business?</a></li></ul>		
Slides	<ul style="list-style-type: none"><li>- <a href="#">Office 365 + Dropbox sales pitch slides</a></li></ul>		
E-book	<ul style="list-style-type: none"><li>- <a href="#">Best practices e-book</a></li></ul>		
Additional	<ul style="list-style-type: none"><li>- <a href="#">Relevant customer case studies to reference</a></li><li>- <a href="#">Integration guide</a></li></ul>		

## Sales Plays:

*Upsell* existing Office 365 customers

Position Dropbox as a way to increase the ROI on their Office 365 investment. Where possible, customize templates and select assets that match their unique needs.

*Close* new or working deals:

Position Dropbox as an extension of the Office 365 productivity stack, enabling secure distribution and collaboration. Together the two offer a full content management solution.

*Grow* pipeline of qualified leads\*:

Net new customers could be identified through any number of organic or paid channels

\*These leads should be contacted in an automated fashion, rather than 1-1.

# Dropbox + Office 365: Better Together

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Throughout your conversations, you should emphasize the fact that Dropbox Business increases the return on your Office 365 investment by improving collaboration, productivity, and visibility.

## Seamless collaboration

**Features to highlight:** Dropbox badge, co-authoring online, commenting

Whether you're editing a file in real time with a colleague, or you're passing a file back-and-forth, Dropbox and Microsoft have built tools to make working together simple across solutions. The Dropbox badge lets you collaborate in real time without leaving the Office desktop applications and co-authoring extends that capability to your work in Office online. For projects that require input and approvals from many team members, tagging and commenting allows you to notify stakeholders without sending an email.

## Mobile productivity

**Features to highlight:** Android and iOS integrations, best-in-class sync

Two-way mobile and web integrations enable employees to easily access, edit, and share their Office docs anytime, anywhere — whether they're in the office or on the go. In fact, over 17 million people use Office and Dropbox integrations to stay productive on their Android and iOS devices.

## True visibility across platforms

**Features to highlight:** Active Directory integration, centralized admin console, Dropbox network and adoption

Your team already uses Office and your employees love Dropbox. Now, they can be even more productive with the tools they know and love. Unmatched adoption and powerful audit logging gives IT an accurate view across platforms so you'll have visibility from content creation in Office through distribution with Dropbox. Not to mention, when you deploy a familiar solution, you reduce the need for training, onboarding, tickets, and support.

# Sales Tactics: Probing questions

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Have you ever used Dropbox? Did you know Dropbox has a business product?

**Built for Business:** Dropbox Business offers the same user experience that people love about their personal Dropbox, with the controls that IT needs to monitor and protect company data. If a device is lost, it only takes a few clicks to remote wipe local copies of data. When someone leaves the company, you can instantly transfer files and sharing permissions to another team member. And if you're someone who likes to keep track of where company data is going, IT can track user activity with comprehensive audit logs.

How does your team typically share files with each other?

*Listen for key use cases : Email attachments, FTP, USB drives, Sharepoint frustration*

**Simple, controlled sharing:** With Dropbox Business, sharing files internally or externally is simple, and your content stays protected every step of the way. Employees can send static links, if they are simply looking to distribute work, or share folders so that collaboration is easy.

Does your team work with large files?

**As much space as you need:** Dropbox Business gives customers as much storage as they need and no file size limits on desktop uploads. That means you can scale your business as your storage needs grow, reducing the cost of maintaining file servers.

**Sync technology:** Dropbox is the best in the business when it comes to syncing large files. We have Delta, LAN, and streaming sync, which is how Dropbox syncs large files on average 4x faster than alternative solutions. When you're working with large files, that can add up to minutes saved each time you make a change, and hours when you add up all of those changes each day.

See this [sync one pager](#) for more detail

# Objection Handling: Sharepoint

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When speaking to customers who have already purchased Office 365, you'll likely encounter businesses who rely on Sharepoint as their file repository. There are two major options for these businesses, each with its own use cases and benefits

## Redundancy: Keep files in both places

**You can keep your files in both places using services like SkySync.** The [Dropbox + SkySync](#) integration allows companies to mirror their Sharepoint structure in Dropbox automatically.

### Why would I want my files in both Dropbox and Sharepoint?

**True visibility:** While you may have visibility over the files stored in Sharepoint, employees create, edit, and share files outside of the Sharepoint environment. When you deploy Dropbox Business, you gain a clear view of the entire file lifecycle, from creation in Office, to editing and sharing with Dropbox, through final storage in Sharepoint.

**Unlimited version history and deletion recovery:** Not only does Dropbox Business provides unlimited deletion recovery and version history, so retrieving old files is incredibly simple. Employees can restore their own files with just a few clicks.

## Migration: Move files to Dropbox

### Is there a way to efficiently move all my data from Sharepoint to Dropbox?

**Mover.io and SkyKick** both offer integrated services to efficiently and securely migrate data from Sharepoint to Dropbox Business, retaining your current shared folder permissions and mapping.

### Why use Dropbox for file sharing instead of Sharepoint:

**Sync:** Dropbox Business syncs files as they're saved, so content is backed up — and ready to be restored — without any additional effort from your team members. Dropbox Business uses a single sync client across all platforms that syncs files faster and more reliably than the competition.

**Easier external sharing:** Dropbox makes it simple to share files internally and externally with a large network of users. Because Dropbox is incredibly familiar, you won't have to invest in training contractors and external teams on how to use it.

# Objection Handling: OneDrive for Business

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“Why wouldn’t I use OneDrive for Business?”

**Limited functionality:** OneDrive for Business is built on outdated Sharepoint infrastructure and cannot satisfy the sharing or collaboration needs of a modern business. The resulting limitations of OneDrive’s functionality cause frustration for companies who have purchased Office 365 with the expectation that it is a file sync and share solution.

**Support for other platforms:** Microsoft has a vested interest in making the user experience best on Windows operating systems. They do not support Linux and they have fewer features on iOS devices, so if your prospect’s company has a BYOD policy, OneDrive for Business cannot meet their needs. Dropbox, in contrast, was founded on the principle that people should be able to access and share their files anytime, anywhere, on any device.

Send your prospect [this one pager](#): “5 reasons to choose Dropbox Business over OneDrive for Business” for further information

“OneDrive is free and/or Dropbox is expensive”

**Not the same product:** OneDrive is a storage product. Dropbox is a syncing and sharing product. The fact that OneDrive is free shouldn’t matter because they fundamentally serve different purposes.

**Price vs. Cost:** There is an important distinction between price and cost. While the price of OneDrive upfront is \$0, the costs associated with maintenance, support, and training are substantial. Moreover, there are costs associated with loss of productivity, security breaches, and frustration.

See [this article](#) written by Paul Thurrott, former senior technical analyst for Windows IT Pro for additional talking points

# How to Compete against OneDrive for Business:

## Positioning OneDrive for Business

OneDrive for Business is intended for online personal storage and back up, but not for sharing or syncing. Microsoft itself recommends on its Help Center that customers save documents to OneDrive for Business when “you don’t plan to share them” or “when you plan to share them, but they have limited scope or lifecycle.”

The fact that Microsoft built Dropbox natively into O365 shows that Microsoft acknowledges our importance in the sharing and collaboration space.

The difference between Dropbox and OneDrive for Business is like the difference between a clipboard and a tablet. They are two completely different products with 2 different use cases.

The image shows a screenshot of an Office 365 article titled "Should I save my documents to OneDrive for Business or a team site?". The article text is partially obscured by a white box containing a list of bullet points. Two orange arrows point from text on the left to the first two bullet points in the list.

Office

Apps Setup Training Admin

### Should I save my documents to OneDrive for Business or a team site?

It's tempting to save all your documents to OneDrive for Business. The link to your OneDrive for Business library is always sitting there at the top of the page, ready for you to upload or create a document from OneDrive for Business. However, you also need to think about who can and can't access the documents you save to OneDrive for Business. If a document is a collaborative effort related to a project, then saving it to a team site might be a better choice. . This article provides some guidelines to help you decide which route to go.

#### Save documents to OneDrive for Business when...

OneDrive for Business is a place where you can store files from your computer into the cloud, and access them from any device, or share them with others. store, sync, and share your work files. As part of Office 365 or SharePoint Server, OneDrive for Business lets you update and share your files from anywhere and work on Office documents with others at the same time.

- You don't plan to share them. Documents you place in OneDrive for Business are private by default, unless you place them in the **Shared with Everyone** folder. This makes OneDrive for Business your best option for draft documents or personal documents that no one else needs to see.
- You plan to **share them**, but they have a limited scope or lifecycle. You may sometimes work on documents that aren't related to an ongoing project, which are important mostly to you, but that you still want to share. For example, perhaps you're writing an article to appear in a blog, and
- You can't identify an existing team site where your document belongs, and you don't think the purpose of the document warrants creating a new one.

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Fig. 01

# 5 reasons to choose Dropbox over OneDrive for Business

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Here are 5 major questions that customers should ask when evaluating OneDrive for Business:

## 01. Does it work on all platforms?


OneDrive for Business is not platform agnostic: OneDrive for Business does not have an app for Linux or Blackberry, and the Mac desktop client is available in preview only. Dropbox works on any device and with any OS.

OneDrive for Business only supports previews for Office, PDF, and limited image and video files. Dropbox supports high-quality previews for most major file types, including Photoshop and Illustrator. OneDrive for Business will trigger an automatic download for file types that it can't preview. This means that it is taken out of OneDrive and saved to your downloads folder, which breaks syncing, commenting, and collaboration.

## 02. Can users share their files?

OneDrive has many sharing limitations:

- No offline access to shared folders: You can only sync shared folders to the web browser, but not to the desktop sync client.
- Hard to share with external partners: The default sharing permission requires a Microsoft account in order to receive a shared folder. (You can change different permissions for files, but not folders.)
- No protection on shared folders: You can't set expirations or passwords for shared folders. (You can set a time expiration for shared files, but not folders).
- Office file types: OneDrive for Business will only allow users to download the document if the user has an OneDrive account. This makes external collaboration very difficult.
- Broken consumer to business account sharing: Files sent from personal to business accounts won't be synced in the "My Files" or "Shared with Me." Instead they appear as a notification.

 OneDrive's user interface further makes it difficult to share: Dropbox is known for ease of use, with clear separation of work and personal accounts that keeps information in the right place. Microsoft silos information across tools like Yammer, Sharepoint, OneDrive, and OneDrive for Business, which can add friction to your workflow.



# 5 reasons to choose Dropbox over OneDrive for Business

cont.

## 03. Can users collaborate on shared files?

- Inline commenting: Dropbox has inline annotations and user tagging for better communication around your team's documents. OneDrive for Business requires Yammer for commenting and doesn't allow you to comment in-line.
- Desktop collaboration: Dropbox has built out the Dropbox Badge, a native desktop Office collaboration tool, across all versions of Office. Microsoft requires you to use the latest version of Office for collaboration on the desktop.



## 04. Is it fast?

- Sync speed: Delta, LAN and streaming sync allow Dropbox to consistently sync files 4.7x faster than OneDrive for Business, saving you time and bandwidth. OneDrive for Business does not allow users to pause syncing or limit sync speed.
- File upload: Dropbox has unlimited desktop file upload. OneDrive for Business has a 10GB file upload limit.

## 05. Can my admins effectively protect our company data?

- Protect user data: Dropbox's admin console makes it easy for teams to protect data, monitor usage, and maintain business continuity. Audit logging for OneDrive for Business requires additional integration with SharePoint, and does not allow admins to monitor sharing or uploads.
- Easy account management: Dropbox's admin console makes it easy to transfer and offboard accounts. OneDrive for Business has a complicated transfer process and can only remote wipe mobile devices, leaving companies susceptible to IP loss in the case of employee offboarding.