Example Sales Guide

What is driving the "Green Commitment

We need to understand what is driving the "green" awareness within the client

"We are committed to delivering green computing, not only because it helps the environment, but it reduces IT costs to our customers.

Do you have 2 minutes to help me understand how we can help you deliver against your environmental polices but also reduce cost

Environmental Policies

Green Maufacturering

- ✓ **10% more carbon efficient by 2012** our internal commitment
- ✓ **Focus on renewable energy sources**
- ✓ **Over 97% of non-haz waste recycled**
- ✓ **Green Packaging - 100% recycled**
- ✓ **Lower carbon shipping (sea and rail)**

Delivering Green Computing

- ✓ **Notebooks - 85% recycled material**
- ✓ **Monitors 25% recycled plastics**
- ✓ **All Monitors Energy Star 5.0**
- ✓ **Current notebooks Energy Star 5.0**
- ✓ **Desktops and Workstations Energy Star 4.0**
- ✓ **Adhere to EPEAT Gold and GREENGUARD**
- ✓ **Focus on reduced energy consumption**
- ✓ **Noise reduction - reduce sound pollution**

Ensuring Green Disposal

- ✓ **Asset Recovery Services**
  - **Environmental secure disposal**
  - **Refurbishment and recycling**
  - **Donate EOL equipment**
  - **Cash back option**

I am confident we can deliver against all of your environmental policies and provide you with a solution that also delivers class leading TCO

Can I understand a little more about your requirements so that I can give you an indicative quotation and arrange to discuss your needs in more detail

Cost Management

Energy efficiency - reduce TCO

- ✓ **Battery Stretch utility - making Thinkpads more efficient**
- ✓ **Monitors 35-60% more energy efficient**
- ✓ **69% saving on Desktop - via Power Management Tool**
- ✓ **Time sensitive auto power down function**
- ✓ **Low power usage**
  - **Desktop consumes 231 KWH**
  - **Average Desktop: 747 KWH**
  - **Refrigerator 500 KWH,**
- ✓ **Use ENERGY CALCULATOR to indicate savings**

Asset recovery - recovering value at EOL

- ✓ **Generate cash from your EOL assets via Asset Recovery Service**
- ✓ **Helps reduce TCO**
- ✓ **NB. -** Can include Cash Back in leasing, can also include technology refresh of contract is long enough

Effective management - reduce TCO

- ✓ **Energy management tools - reduce power consumption across the estate**
- ✓ **Deployment tools - ensure consistent "power" profiles across the estate**
- ✓ **Remote management tools - reduce travel and time associated with support**

Our focus on green computing is now enabling us to deliver low cost solutions that not only save our clients money, but help them deliver their environmental policies

Can I understand a little more about your requirements so that I can give you an indicative quotation and arrange to discuss your needs in more detail

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