

HANDLING MICROSOFT COPILOT VALUE CONVERSATIONS



Help customers see the benefits



Not every customer you speak to will immediately see the value Microsoft Copilot could bring to their business. Your role is to simplify the conversation by connecting Copilot to practical business outcomes and helping customers understand where it could make the biggest difference to their teams.

This guide gives you pointers to help keep conversations focused on productivity, efficiency, and everyday ways of working – making it easier to move from disinterest to action.

HOW TO APPROACH DIFFICULT CUSTOMER CONVERSATIONS

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| <p>DON'T</p> <ul style="list-style-type: none">• Dive too deeply into technical detail• Over-explain features and licensing• Position Copilot as “just another AI tool”• Leave the conversation without a clear next step | <p>DO</p> <ul style="list-style-type: none">• Reframe concerns into business outcomes• Keep messaging simple and role-focused• Move quickly towards practical examples and demonstrations• Guide customers towards workshops, pilots, or use case discussions |

| COMMON CUSTOMER OBJECTIONS | | |
|-------------------------------------|---|--|
| Objection | What they mean | How to respond |
| I DON'T SEE HOW THIS WOULD HELP US | It feels too generic or not relevant to our business. | It can initially be hard to see tangible ways Copilot could support your business. It's value really depends on the role and the work your teams do every day. For example, your sales, finance, or operations teams could reduce time spent on admin, reporting, or finding information. To help you explore the benefits, we can map its use to your workflows and help you identify role-based use cases. |
| WE'RE ALREADY PRODUCTIVE ENOUGH | We don't think there is a problem to solve. | Have you explored how much time is spent on admin, emails, searching for information, and repetitive tasks? Copilot focuses on reducing that hidden workload so your teams can spend more time on higher-value work. A good place to start is understanding where your teams spend the most time each day. |
| IT DOESN'T SEEM WORTH THE COST | We are unsure the value outweighs the investment. | The real value comes from the time Copilot gives back to your teams. Even saving 30 minutes per user each day can quickly add up across the business. The best way to understand that is through practical use cases and pilot sessions that help demonstrate ROI. We can help you with these. |
| IT JUST SOUNDS LIKE ANOTHER AI TOOL | We are sceptical or experiencing AI fatigue. | The difference with Copilot is that it works inside the Microsoft 365 tools your teams are already familiar with, like Outlook, Teams, Word and Excel, helping improve how they already work rather than introducing another platform. Let me show you some practical ways it could work for your users. |
| WE'D NEED TO SEE IT TO BELIEVE IT | We need proof before committing. | I absolutely agree, it's really important to start with a small pilot and controlled rollout, so you can see its benefits before you jump in feet first. This gives you the opportunity to see how Copilot works within your own environment and where it can deliver the most value before making wider decisions. |



KEEP THE CONVERSATION MOVING

You won't convert every customer to the benefits of Copilot in the first conversation – but you can help them start to see what its capable of.

At Westcoast Cloud, we can support you with every opportunity, providing the tools to demonstrate value and uncover use cases. So, when customers question the value of AI, we help you connect productivity outcomes to practical business benefits.

HOW WE CAN SUPPORT YOU:

- Use case and workflow discussions
 - Copilot demonstrations and pilots
- ROI and productivity workshops
 - Security and readiness conversations

GET IN TOUCH TO EXPLORE WHAT WE OFFER