

HANDLING COPILOT & SECURITY CONVERSATIONS



Help customers take the first step with confidence



Many customers are interested in AI but unsure where to begin. Your role is not to push technology – it is to simplify the conversation, reduce uncertainty, and guide them to a practical next step.

This guide gives you pointers to help keep customer conversations focused on business outcomes, while showing how security can act as an enabler for AI adoption.

HOW TO APPROACH EVERY NEW CUSTOMER CONVERSATION

	
DON'T <ul style="list-style-type: none">• Dive too deeply into technical detail• Over-explain features and licensing• Make AI adoption feel complicated or risky• Leave the customer without a clear next step	DO <ul style="list-style-type: none">• Reframe concerns into practical conversations• Keep messaging simple and outcome-focused• Position security as part of successful AI adoption• Guide customers towards an assessment, workshop or pilot

COMMON CUSTOMER OBJECTIONS		
Objection	What they mean	How to respond
WE'RE NOT READY FOR AI YET	It feels too early, too complex or too disruptive.	You don't need to transform everything at once. Most organisations start with a small pilot or readiness assessment to understand where they are today and what makes sense for them. We can help you start the ball rolling with that.
IT'S TOO EXPENSIVE	We're unsure what value we'll actually get.	If Copilot saves even 30–60 minutes per user each day, it can quickly deliver value. The best place to start is identifying the use cases that could have the biggest impact for your teams. Through workshops and assessments, we can help you understand where Copilot could deliver the strongest return on investment.
WHAT ABOUT SECURITY AND DATA?	We're concerned about risk, compliance and trust.	Copilot only accesses the information users already have permission to see. We also help you review security, permissions, and data protection before rollout, so you can move forward with confidence.
OUR ENVIRONMENT ISN'T READY	Our systems, data or setup may be too complex.	That is exactly why we start with a readiness check. It helps identify what is already in place, where there may be gaps, and what steps will help prepare your environment for Copilot adoption.
OUR PEOPLE WON'T USE IT	We're worried about adoption and change.	Copilot works within the Microsoft 365 tools your teams already use every day, like Outlook, Teams, and Word. For organisations just starting their AI journey, resources such as Let's Copilot Chat can help introduce the benefits and build confidence. Starting with a pilot group and user enablement plan can help drive adoption naturally.



KEEP THE CONVERSATION MOVING

You won't solve every customer concern in the first conversation – but you can help customers feel confident enough to take the next step.

At Westcoast Cloud, we live and breathe Microsoft. More than a licensing provider, we act as an extension of your team, helping you address customer concerns and build the right solution for their business.

So, when Copilot and security conversations begin, we help you lead with confidence.

HOW WE CAN SUPPORT YOU:

- Copilot readiness conversations
 - Security and data assessments
 - Environment reviews and recommendations
- ROI and use case workshops
 - Pilot and adoption planning

CONTACT US TO LEARN MORE

