

Winning New SMB Business with Dell + Intel

SMB customers are increasingly looking for technologies that support AI-enabled ways of working, while continuing to deliver strong performance, productivity and security. Dell PCs powered by Intel® Core™ Ultra Series 3 with vPro® provide partners with a compelling opportunity to expand their offering, address evolving customer needs and win new SMB business.



Dell & Intel Value Proposition

Dell PCs powered by Intel® Core™ Ultra Series 3 with vPro® help partners:

- Expand their SMB portfolio
- Address demand for AI-ready PCs
- Deliver intelligent performance
- Support AI-enhanced productivity
- Provide security and manageability capabilities
- Create new customer conversations
- Build long-term growth opportunities

Why Dell?

- Broad SMB portfolio
- AI-ready PC proposition
- Security and manageability
- Easy to do business with through TD SYNnex

Use these to open discussions with prospects:

- „How are your customers preparing for AI-enabled ways of working?“
- „Are your current PC vendors helping you address growing AI PC demand?“
- „What conversations are you having around productivity and device refresh?“
- „How important are security and manageability in customer purchasing decisions?“
- „Are there gaps in your current PC portfolio that limit growth opportunities?“

Discovery Questions

- „How are your customers preparing for AI-enabled ways of working?“
- „What are customers asking for when refreshing devices?“
- „What do you most value in a PC vendor?“
- „What challenges do you face with your current PC offering?“
- „Where do you see the biggest growth opportunities over the next 12 months?“
- „What would encourage you to consider an additional PC vendor?“

Common Objections & Responses

-  „We’re happy with our current PC vendor.“

Response: Many partners start by complementing their existing portfolio rather than replacing it. Dell provides additional opportunities to address evolving SMB needs, particularly around AI-ready devices, security and manageability.
-  „We don’t see enough demand.“

Response: AI is increasingly influencing customer technology discussions. Adding Dell PCs powered by Intel® Core™ Ultra Series 3 with vPro® enables partners to engage in those conversations and address emerging requirements.
-  „Adding another vendor sounds complicated.“

Response: Dell is positioned as easy to do business with and is supported through TD SYNnex, helping partners explore new opportunities without disrupting existing operations.
-  „Our customers only care about price.“

Response: Customers are increasingly balancing cost against productivity, security, manageability and future-readiness. Dell + Intel provides a broader value conversation beyond upfront pricing.

Key Takeaways – Position Dell + Intel Around:

**AI-Enhanced Productivity**
Help customers make the most of modern ways of working.

**Intelligent Performance**
Support evolving SMB workloads and requirements.

**Security**
Help customers protect their business.

**Manageability**
Simplify device management and support.

**Growth Opportunity**
Enable partners to expand their portfolio and pursue new SMB business.

Dell PCs powered by Intel® Core™ Ultra Series 3 with vPro® give partners a compelling way to address evolving SMB needs, differentiate their offering and create new opportunities for growth.