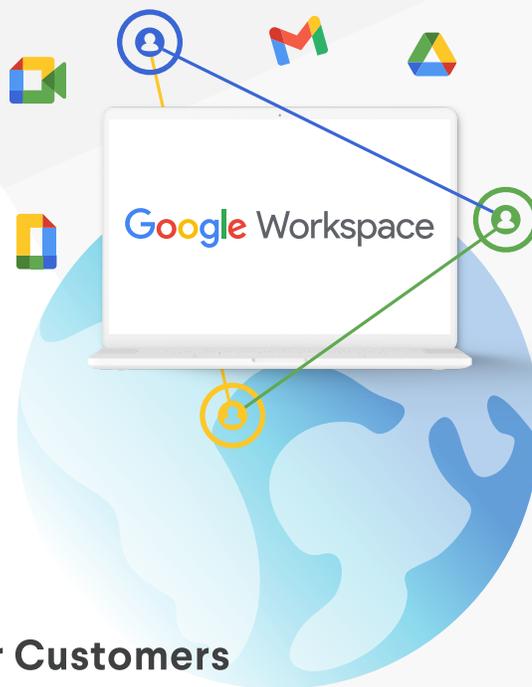


Google Workspace Solution Overview



7 Things to Know Before You Meet Your Customers

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7 Things to Know Before You Meet Your Customers

1. Google Workspace at a Glance

Google Workspace is Google's productivity offering. It includes business versions of applications such as Gmail, Docs, and Drive. These apps help you work from anywhere on any device.

Google Workspace is the easiest way for teams and organizations of all sizes to connect, create, collaborate, and achieve more together using apps they're already familiar with. It seamlessly brings together messaging, meetings, docs, and tasks—all built with trusted Google security and running on the cleanest, most sustainable cloud in the industry.

2. The Four Key Pillars of Google Workspace

Offering a cloud service like Google Workspace gives you a quick and easy way to go to market with a cloud solution and to differentiate your company. And if you provision Google Workspace through a partner like AppSmart—rather than directly from working with Google—you have more time to focus on running your business and meeting customer needs.

Google has built Google Workspace on the following four key pillars.

Flexible

Because Google Workspace is cloud-based, it gives users the ultimate flexible work experience.

- Work securely from anywhere
- Access all communications files and projects from a single space on any device, from anywhere, online or offline
- Move seamlessly between email, chat, video, and voice communications

Google also integrates with other business applications you already use so you can work across platforms.

Helpful

Google Workspace is a complete solution that thoughtfully interconnects workflows between all of its productivity apps—including docs, slides, spreadsheets, chat, email, video calls, tasks, and other apps. Users can switch to another app from any app they currently have open. Coupled with Google's legendary search capabilities, this ease of use supports digital transformation objectives and makes for happier, more satisfied employees.

- Industry-leading AI helps you focus on high-value work
- Smart writing suggestions help teams create more inclusive, high-quality content, quicker.
- AI-powered data tools promote data-driven decision making
- Intelligent meeting capabilities make it easier to collaborate across languages and regions with equitable access



Innovative

Google knows that team members are no longer people we see every day over coffee. With dispersed teams and remote work, human connections can be harder to maintain—yet more important than ever.

Google is committed to constantly innovating Google Workspace with human-centered collaboration tools through updates that further empower all the ways work happens in an ever-changing world. For example, over the past year, Google has introduced features to help people find more time and focus, improved search capability, AI-centered product design, and updates to Meet and Chat—all with the objective of enhancing their customers' user experience.

- Immersive, human-centered experiences keeps people connected
- Intuitive, reliable experiences make it easy to collaborate from home or the office
- Tightly integrated apps make it easy to stay connected and transform ideas into action
- Apps are chosen by billions of users—not mandated by IT
- Flexible and full-featured room kits enable easy, reliable video meetings that are scalable to any size room

Trusted

Because Google Workspace is cloud based, all of your data is stored in the cloud, making it easier to secure. Google uses multiple layers of security—the most advanced in the world—to protect your data and your privacy while it's stored and in transit, to automatically stop threats before they reach you.

Google is also committed to sustainability, reducing its carbon footprint, and helping its customers reduce theirs. Google's goal is to power its operations with 100% carbon-free energy by 2030. It also offers the Carbon Footprint tool free of charge to every Google Cloud customer so they can measure, report, and reduce their cloud carbon emissions.

- Secure, cloud-based controls are easy to manage
- Intelligent security insights help you reduce risk by identifying issues before they happen
- Proactive protection identifies emerging threats
- A single admin console helps administrators keep users, data, and devices secure





3. Unique Features That Set Google Workspace Apart

In addition to the typical productivity apps that you'll find with other productivity tools, Google Workspace boasts unique features that help it stand above other solutions, including:

- **Google Meet picture-in-picture in Gmail and Docs**—A participant's video can be displayed in a picture-in-picture window during a Google Meet.
- **Google Meet hardware options**—An all-in-one video conferencing device provides continuous auto framing, studio-grade voice technology, hands-free voice controls, and noise cancellation to remove distractions and create effortless meetings.
- **Google Meet companion mode**—This feature works with Google Meet hardware for better collaboration with tools that allow users to raise their hand, cast a vote in a poll, ask a question in a Q&A, or participate in a chat.
- **Open a chat room while collaborating on a file**—If you work on a Google docs, Sheets, or Slides file at the same time as colleagues, you can click chat to start a discussion with others who are also inside the document.
- **Smart Canvas**—This feature brings a new level of collaboration to the platform, with features like:
 - **Smart chips**—Embed tags directly into Google documents, to reference other people, files, dates, and calendar events.
 - **Checklists**—Create a checklist directly in a document, and mark items as done.
 - **Auto-generated summary**—Provides quick overview of the main points in a document, making it easy to focus on specific parts or topics.
 - **@Mentions**—Use the @menu to pull people, files, images, tables and meetings directly into your document.
 - **Meeting notes template**—Automatically import any relevant information from a Calendar meeting invite, including attendees and attached files.





4. Google Workspace Plans and Pricing:

Google uses a modern and simple SKU strategy for Google Workspace, with two core SKU portfolios. Each portfolio has three editions, along with team offerings that can co-exist with Microsoft environments.

Following are the prices and conditions for each plan:

Business —Capped at 300 seats	
Business Starter	\$6
Business Standard	\$12
Enterprise Standard	\$18

Enterprise —No seat minimum or maximum	
Frontline	\$5
Enterprise Essentials	\$10
Enterprise Standard	\$20
Enterprise Standard	\$30

Teams	
Essentials Plus	\$8
Enterprise Essentials	\$10 (seat-based)





5. Building a Typical Google Workspace Deal

It's helpful for the first few deals that you're building to have some points of reference for what makes up a great Google Workspace proposal. Once you've landed a few contracts, you'll be able to replicate many elements of those deals to sign on more customers.

To help you build your Google Workspace customer proposals, we've identified the following key elements to consider.

Typical Opportunity

- The company's workforce includes at least some remote and deskless employees
- May also be comparing Google Workspace to Microsoft 365
- Ready for long-term commitment
- Cost control is important
- Wants to implement new technology to improve customer service without disrupting existing operations

What's Important to Customers Considering Google Workspace

- Flexibility to work from anywhere
- Complete suite of email and productivity tools
- Low admin management requirements
- Cost reduction for IT support and travel
- Secure-by-design infrastructure, built-in protection, and global network
- Automatic encryption, robust backups, sharply reduced spam

Winning Tactics

- Shift the IT focus of your discussion from maintaining and administering legacy tools to providing business value with innovative products services
- Discuss your prospect's key challenges, pain points, and the optimal state they're trying to achieve
- Identify systems and tools they could eliminate in order to streamline their suite of tools—for example, other file sharing, identity management and video conferencing tools that aren't part of the Google Workspace suite
- Ask about their security tech stack and whether their roadmap includes plans for improvements in the next budget cycle





6. Handling Customer Objections

It's well worth your effort taking the time to create a list of potential objections that your customers and prospects might have about switching to Google Workspace. For example, why should they buy Google Workspace through you rather than directly from Google, and what level of support is available when they purchase through AppSmart.

As you prepare for your customer discussions, remember that AppSmart has experts that can support you every step of the way—from providing resources, fine-tuning your messages, and joining you in customer meetings, to helping you with the details of your customer proposal.

Use the following objections and talking points to help you handle potential customer objections.

Questions Customers Might Ask	Talking Points to Cover
I already get Teams with Microsoft 365, and it seems good enough.	Google Workspace is a cloud-native solution designed for the speed and flexibility of modern work, allowing teams to do their best work from anywhere on any device. You can access the full suite of Google Workspace apps from any individual application you're already working in.
Migrating to Google Workspace might cause software incompatibility issues.	Google Workspace works seamlessly with Microsoft tools so you don't need to worry about co-existence with your existing tools and infrastructure.
We already have an existing Google Workspace agreement, so we can't make additional changes or commitments. Google software is high-profile and targeted by hackers. We can't afford a breach.	Depending on the contract, upgrades or additional licenses can be added at any time. Google designed Workspace to meet stringent security standards and has strong contractual commitments regarding data ownership, data use, security, transparency, and accountability. You can work directly with your AppSmart CSM if you need support on this topic.
Why shouldn't we just buy directly from Google? We can just use the provided support if we need it.	We can help you make the right selections. Also, purchasing through AppSmart gives you much better and faster support with a live support agent, at no additional cost. And when you purchase Google Workspace from AppSmart, your subscription comes with 24/7 Tier 1 to 3 SmartSupport from AppSmart, with 99% uptime SLA.
We just need a single or couple of licenses for now.	We can sell you a single license. The benefit of AppSmart Marketplace is that you can consolidate not only Google licenses, but also all of the other applications you use to run your business—whether you're a company of one or many employees.
We're using the free version of GSuite and it works just fine for most of our employees.	The free version of GSuite is no longer available since June 1, 2022. You can learn more about what this means to you as a business in the AppSmart blog article about this important change .





7. Discovery Questions

After you've managed to book a window in your customer's calendar to discuss Google Workspace, it's important to go to the meeting with the right questions. The information you gather during that meeting is the first step on the path to a cloud and Google Workspace roadmap—and to the potential for significant recurring cloud revenues and growth for your business.

If you're concerned that you don't have all of the required expertise in house to deal with technical questions, talk to your AppSmart CSM, who can provide expert support in preparing your questions, and even go to the meeting with you.

To get you started, we've compiled a list of questions that you can bring to the discussion. Be sure to ask open-ended questions. Avoid yes/no questions that usually yield little to no valuable information. Frame your questions so that your customer is encouraged to provide the details you'll need after the meeting.

Questions to Ask

How have your employees adapted as a result of having to work from home? Does your company have multiple locations and time zones that your employees need to work across?

What cloud initiatives is your company currently undertaking?

What challenges do your employees face when collaborating with each other?

How are you looking to improve the mobility of your workforce and the ability to collaborate from remote locations?

What productivity solution are you currently using?

Are you currently using multiple work platforms and tools?

How are you approaching the workplace of the future as a lever for cultural transformation for your business, and/or a way to innovate faster?

What is the penetration of shadow IT within your organization?

How are you preparing for millennials taking senior management positions and Gen Z entering the workforce?



BONUS DOWNLOAD

Google Workspace is Tech Advisors' Next High Growth Opportunity— 6 Go to Market Best Practice Strategies

Tech advisors looking for new sources of growth and recurring revenue should be adding cloud solutions—including Google Workspace—to the list of products they sell. Your customers are already buying Google Workspace. Download our guide now to learn why they should buy it from you.

GET THE GUIDE

ABOUT APPSMART

AppSmart is the #1 marketplace in the world for business technology services, providing the ecosystem to buy and manage applications and services from leading providers such as Google, Microsoft, AT&T, Verizon, and CenturyLink. Tens of thousands of organizations of all sizes, in all sectors, including retail, healthcare, hospitality, manufacturing, banking, education and more, trust AppSmart and our national network of technology advisors to help them make smarter technology decisions. AppSmart is 100% channel driven and exclusively sells via our vendor neutral technology advisor network.

For more information about AppSmart, please visit www.appsmart.com.

