

# Interested in letting your customers try a dock?



Refer them to **Kensington's ProConcierge program!** This program makes it a breeze for your customers to tailor, and try, the perfect solution for their unique workstation requirements. With no obligation to buy. Your customer simply tells us what their needs are, and we'll configure a solution, with detailed instructions and a personal sales engineer standing by.

## Start telling your customers about ProConcierge today with included:



Call Script



Voicemail Script



Email Templates



FAQ

## Key Customer Scenarios to Target:

- Customers that recently purchased laptops
- Customers about to make a PC purchasing decision
- Customers that have expressed frustration regarding their organization's current docking solutions



## Call Script

**Audience: IT decision makers or purchasing department employees responsible for procuring IT hardware**

**You:** Hello [prospect's name], this is [your name] from [your company]. Do you plan to upgrade or replace your organization's docking stations in the near future? Do you find docking stations confusing? Trust me, you are not alone. We have a no strings attached program that you may be interested in participating in to help you out. Is this something you would like to hear more about?

Wait for response.

**You:** Great! We has been working closely with one of our partners, Kensington, to resolve common pain points regarding docking. The ProConcierge sample program allows customers to try any Kensington dock with no strings attached. This way you don't need to worry about investing in technology that won't work. It will save your company time and money! Can I tell you more about the program?

Wait for response/questions. If they say no, you may end the call, but send the follow-up email.

**You:** The first step is registering online for the program. Kensington will ask you for basic contact information and key tech details. These details include questions like what kind of operating systems you have, how many monitors you're trying to connect, the makes and models of your PC's, and any other information you may think is important. Providing Kensington with detailed information about your organization's environment, helps them recommend the best docking station to fit your needs. Would you like to walk through the steps together or I can email you the link to sign up?

Wait for response. If they want to register with you on the phone, make sure to send them an email with this link: <http://kensington.com/proconcierge>. If they want you to register for them, make sure to get consent before registering them for the program.

**You:** Once Kensington receives your information, a sales engineer will follow-up to make sure they have all the information necessary to ship you a docking solution. Remember, there are no strings attached, so Kensington won't ask for any form of payment for this unit at any time. Do you have any questions so far?

Wait for response. Please see FAQ's for more information.

**You:** Well, I don't want to take any more of your time today. Thank you for taking the time to talk to me. If you have any more questions, please let me know. Have a nice day!



## Voicemail Script

Hello [prospect's name].

My name is [your name] from [your company]. We have partnered with Kensington to launch a sample program that allows customers to try a personalized docking solution, no strings attached! I think you would be a perfect candidate for this and now is a great time to get a sample dock in your hands.

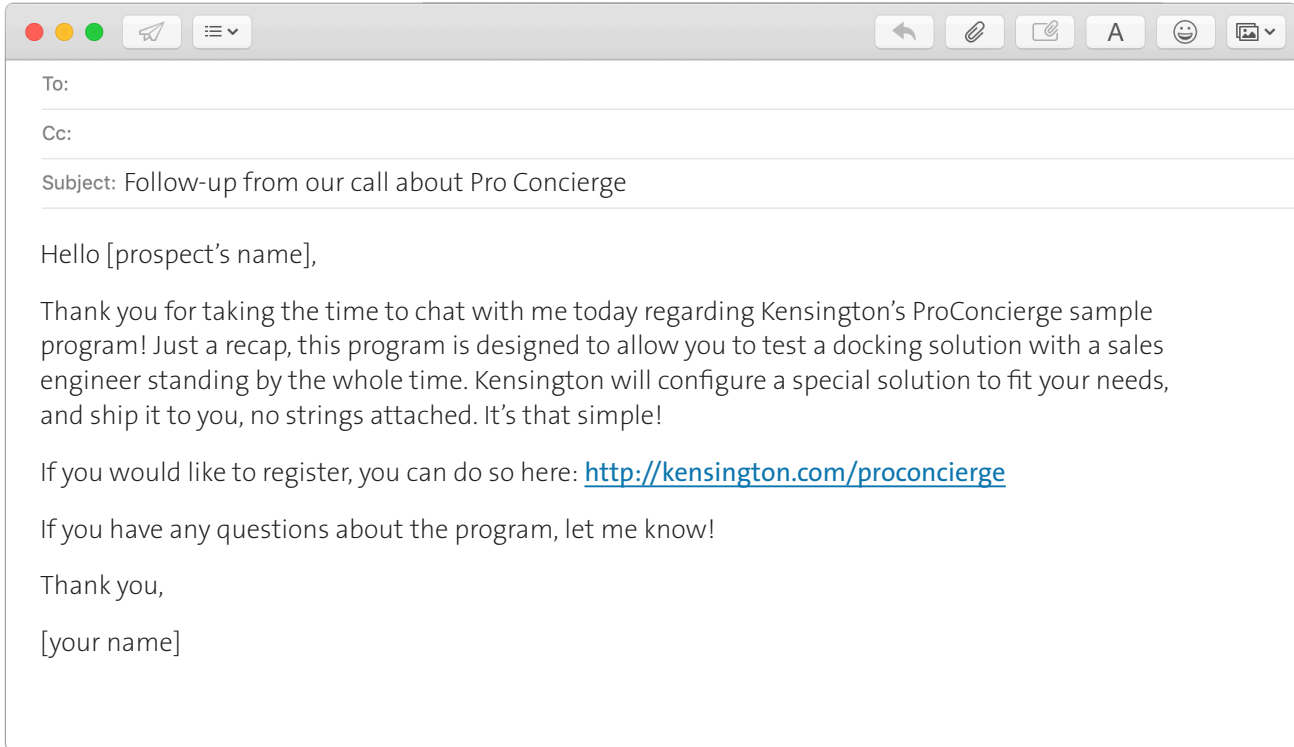
If you would like to learn more about this program, please call me back at [your phone number] or email me at [your email].

Talk to you soon!



# Email Templates

## For phone call follow-up



To:

Cc:

Subject: Follow-up from our call about Pro Concierge

Hello [prospect's name],

Thank you for taking the time to chat with me today regarding Kensington's ProConcierge sample program! Just a recap, this program is designed to allow you to test a docking solution with a sales engineer standing by the whole time. Kensington will configure a special solution to fit your needs, and ship it to you, no strings attached. It's that simple!

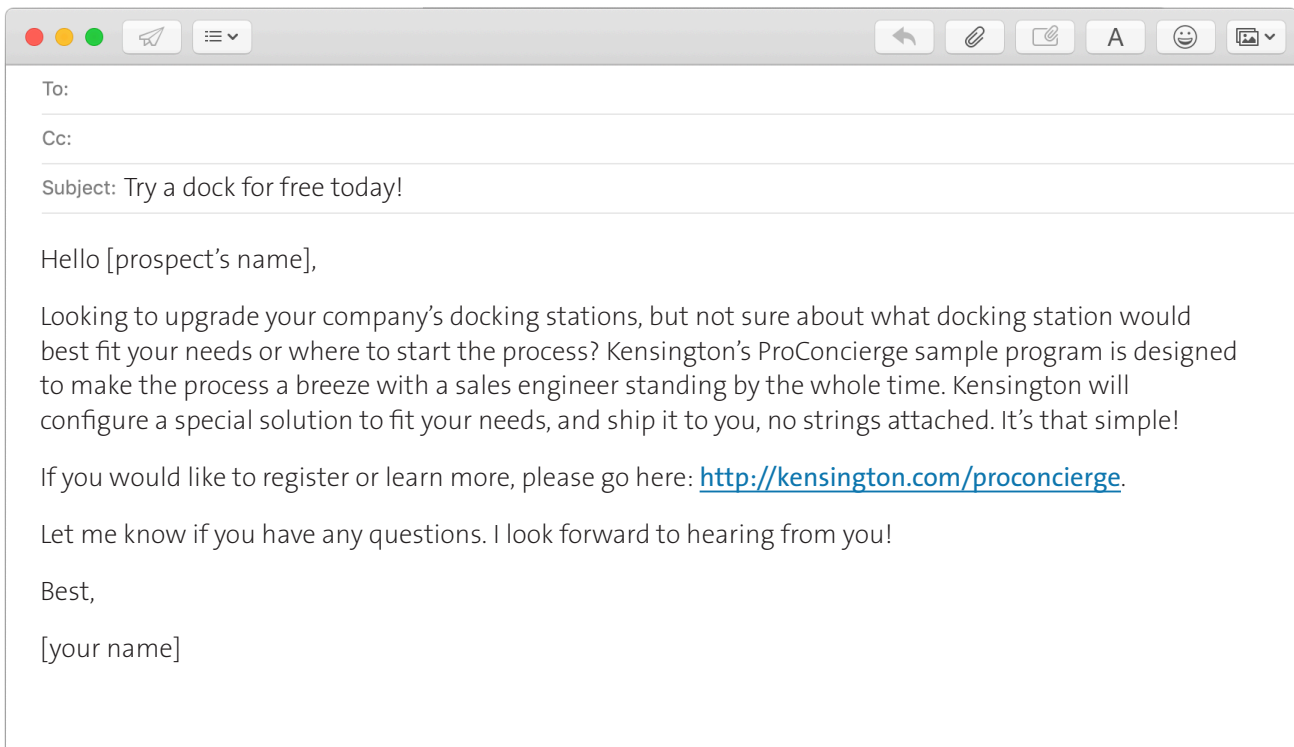
If you would like to register, you can do so here: <http://kensington.com/proconcierge>

If you have any questions about the program, let me know!

Thank you,

[your name]

## For first time talking about the program



To:

Cc:

Subject: Try a dock for free today!

Hello [prospect's name],

Looking to upgrade your company's docking stations, but not sure about what docking station would best fit your needs or where to start the process? Kensington's ProConcierge sample program is designed to make the process a breeze with a sales engineer standing by the whole time. Kensington will configure a special solution to fit your needs, and ship it to you, no strings attached. It's that simple!

If you would like to register or learn more, please go here: <http://kensington.com/proconcierge>.

Let me know if you have any questions. I look forward to hearing from you!

Best,

[your name]



## FAQ

**Q: How will Kensington know that I referred a customer?**

A: When a customer registers for the program, there is a field to enter who referred them. We recommend that you tell them to add you in that field.

**Q: Who qualifies?**

A: Members of an organization's IT or purchasing department who manage over 50 seats responsible for procuring IT hardware.

**Q: Why would a customer's registration be denied?**

A: This would happen if a customer does not meet the qualifications above.

**Q: What is ProConcierge?**

A: ProConcierge is a sample program that allows customers to try a tailored docking solutions with no obligation to purchase. The customer only needs to tell us what their needs are, and we'll configure a solution, with detailed instructions and a personal sales engineer standing by.

**Q: What is the process?**

A: First, your customer needs to fill out the forms here: <http://kensington.com/proconcierge>. If you fill out the forms for your customer, please let them know that they will receive emails about the program. Once we have received all the necessary information, we will curate the solution and ship it to your customer, free of charge. They will receive follow-up emails or phone calls, and a few surveys after receiving their solution.

**Q: Do I register for my customer or does my customer need to register?**

A: We would prefer that your customer registers to make the process faster and to ensure that we provide the best possible solution.

**Q: Does the customer pay any money?**

A: No, your customer does not pay anything.

**Q: What docks qualify?**

A: All Kensington docks qualify.

**Q: What is the URL?**

A: Register here:  
<http://kensington.com/proconcierge>

**Q: What kind of details does Kensington need?**

A: Kensington will ask for basic contact information, and what kind of office environment your customer has; what operating systems are used, how many monitors, makes and models of tech, and any other information the customer thinks is important.

**Q: What is included in the ProConcierge kit?**

A: The kit will include a dock, all cables required for hooking up the dock, and a detailed line chart describing how it should be hooked up. We also throw in a bag of coffee to make sure your customer is wide awake through the setup.

**Q: How long will it take my customer to receive a sample?**

A: Depending on how detailed your customer is with the registration and tech details, it will take 7-10 days for your customer to receive their sample.

**Q: Will I be notified if my customer expresses interest in purchasing docking stations after evaluating their sample?**

A: Yes, a Kensington Sales Engineer will keep you in the loop and notify you if the customer expresses interest in purchasing.