

# Quick Guide to Selling a Tripp Lite UPS System

A UPS System is an **essential add-on**, but Tripp Lite knows that selling one can be a challenge. Try these strategies to stress the critical importance of power protection in your customers' applications.

## Attach a UPS when you sell...

- Desktops/Workstations
- Servers
- Network Switches
- VoIP and Telecom
- Storage Equipment
- Security/Surveillance Systems
- Point-of-Sale Products

## Start the Conversation

- Did you know power failures and surges account for over 45% of data loss\*? Are you currently safeguarding your data with a UPS System?
- Have you considered adding a Tripp Lite UPS System to your current setup?
- Do you have a UPS System adequately equipped to handle this addition? How will your purchase today affect your power load?

\*Contingency Planning Study

## Common Objections and Responses

### "I don't need power protection."

A UPS System is the best 'insurance' for your equipment investment. Tripp Lite UPS Systems protect data in the event of a power loss and prevent the need for costly equipment replacement. They also help extend the life and operation of individual components, adding only a small percentage to the cost of the equipment it protects.

### "I have a UPS in place."

- A) Does your current UPS offer scalable runtime options? Extendable runtime UPS Systems from Tripp Lite allow you the flexibility to customize your UPS with optional battery packs—no need to buy a new UPS when you need additional runtime.
- B) When was the last time you checked your batteries? Tripp Lite offers replacement battery cartridges (RBCs) compatible with any major UPS brand. For quick and easy replacement battery recommendations, use Tripp Lite's RBC selector guide at [www.tripplite.com/support/battery](http://www.tripplite.com/support/battery).

### "I already use Dell/APC. I don't want to manage more than one brand."

Tripp Lite's free PowerAlert software is the only power management software that allows you to easily manage power devices from other manufacturers.

## Why Choose Tripp Lite?

- Superior-quality products at competitive prices
- Unmatched service and support
- Over 85 years of manufacturing excellence
- Trusted reputation for reliability among customers worldwide



Provide customized  
power solutions  
with our UPS Selector Guide!  
[www.tripplite.com/selector/UPS](http://www.tripplite.com/selector/UPS)

In addition to UPS Systems, Tripp Lite has a complete line-up of power protection solutions including replacement battery cartridges, surge suppressors and more. Visit [www.tripplite.com](http://www.tripplite.com) for details.

