Objection Handling:

Meraki vs. a Stubborn Target

Quick thinking closes the sale

There are a lot of misconceptions about Cisco Meraki in the marketplace. Use this guide to counter any objections that may come up during sales engagements.

Meraki vs. a Stubborn Target

Your target says:	Counter with..
They need a flexible solution (with cloud/controller/controller-less).	• Meraki can do everything a controller-based solution can without the extra costs, need for server space or redundant controllers. • Everything is included in the cloud dashboard, which is just one license SKU.
Meraki is just too darn expensive.	• Meraki costs are entirely upfront (just one license and the hardware itself). • OpEx is covered by 24/7/365 support, device warranties and future updates. • New features come at no extra cost—and no per-user license fees. • Consider the time savings from simple deployment. • Meraki support = cost savings.
Meraki doesn't have all the features my organization needs.	• Meraki features are constantly being added through firmware updates. • Customers have control over what gets added through 'Make a Wish' box. • Cisco technology is constantly being added to Meraki portfolio (ex: AMP,-Threat Grid, SNORT, ISE integration, etc.).
I don't want to be tied to a license.	• Meraki license includes: access to 24/7/365 support, hardware replacement under warranty, future firmware releases, one-time fixed cost for your network. • Flexible licensing (1–10 years) allows you to sync subscription to next refresh. • Meraki model is no different from other cloud vendors like Salesforce–it pays for Meraki datacenter space so you don't have to host your own.
I think I can find a better cloud-managed wireless solution.	• Meraki is the only vendor that offers a full-stack portfolio managed in one cloud-based dashboard. Other solutions require mixing interfaces. • Meraki invented cloud-based networking and has the most extensive feature set of any cloud-based solution.
I don't know Meraki as well as the other players in the industry. Is it as good?	• Meraki is a part of Cisco—the biggest player in the IT industry worldwide. • Meraki has been operating since 2006 and is here to stay. Synergy with Cisco means you are always up-to-date with features and technology.
I'm worried I can't manage my network if I lose Internet connection.	• Meraki devices can be accessed onsite using a local configuration page in case your WAN link goes down. • Your network will maintain and operate on the last known configuration settings. If you're ever confused or need help, you have access to support!

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