Adobe® Creative Cloud™ for education: Sales Conversation Guide

Elevator pitch

Only **Adobe Creative Cloud for education** provides students, faculty and staff access to the **latest industry-leading creative apps** for design, web, video, and photography plus gives them **seamless ways to share and collaborate** through optional online services. Creative Cloud for education is available through the Value Incentive Plan (VIP).

Why is Creative Cloud essential for an institution?

Supports student success with digital tools that help users push the boundaries of how they visualize, understand, and communicate information across print, web, video and mobile devices.

- "In a recent survey, hiring managers said that the ability to communicate through digital and visual media will be a requirement across many fields and disciplines. Adding Adobe products to your lab or classroom will give your students a competitive advantage in the marketplace regardless of major. "
  —*Seeking Creative Candidates: Hiring for the Future, Adobe survey*

- "Adobe Creative Cloud offers so many powerful tools and capabilities, which encourage my creative thinking and experimentation, and help me achieve great results."
  —*Anna McGarrigle, student, George Washington University*

Enables faculty to provide the most engaging instruction possible by integrating digital experiences in the classroom.

- "Adobe Creative Cloud is the gold standard in applied arts and technology education. They play a vital role in student engagement and learning in school and as they follow their career paths."
  —*Glenn MacDougall, director of learning and teaching services, Algonquin College*

Boosts productivity and collaboration across the institution and engagement with prospective students.

- "Adobe solutions used in several departments are adding far-reaching value and allowing our small IT team to fulfill more of the College's needs."
  —*Brian Watson, director of information technology, University of Georgia College of Agricultural and Environmental Sciences.*

Why Creative Cloud for education?

Always **up-to-date.**
Licenses include updates to Creative Cloud applications as soon as they're released, so your students and faculty will always have the latest creative tools and features.

Services built-in.
Services for file storing, sharing, and collaboration— only available through Creative Cloud for education named-user licenses.

Flexible licensing options.
Choose from device licenses for classroom and lab deployment or named-user licenses for each user. Choice of All Apps or Single App option. Select your anniversary date and contract term.

Easy deployment.
A web-based Admin Console makes it easy to purchase additional seats, add users, and manage software updates.

Discovery questions

1	**Ask how your customer is using Adobe products:** "Do you need a solution for a department where collaboration is key or an anonymous user model for labs and classrooms?"
2	**Ask about version control:** "Do you have challenges with users being on different versions of Adobe products and creating challenges for collaboration?"
3	**Ask about budget predictability:** "Do you need a solution that offers predictable licensing costs that can align with your budget cycles?"
4	**Ask how the institution is deploying software:** "Do you need a solution for distributing and managing software that is flexible and allows you to easily manage licenses through an Admin Console?"

Creative Cloud for education: VIP licensing options

Small workgroups and departments	Classrooms and labs
Named-user licensing	**Device licensing**
• Licenses for each individual. Rights to install on two computers for work and home use. Bring your own device (BYOD) support available for student-owned computers.	• Licenses for each computer, rather than each user, with rights to install on one computer per license. Bring your own device (BYOD) support available.
• Choice of All Apps or Single App option.	• Choice of All Apps or Single App option.
• Online services and storage included.	• Online services and storage not included.

Objections handling

Concern	Response
"We're not sure Adobe Creative Cloud is essential."	"In a recent survey, hiring managers said that the ability to communicate through digital and visual media will be a requirement across many fields and disciplines. Adding Adobe products to your lab or classroom will give your students a competitive advantage in the marketplace regardless of major." (Seeking Creative Candidates: Hiring for the Future, Adobe survey)
"I'm concerned about the security of cloud-based services."	"All data stored by Adobe, on behalf of customers, has strong tenant isolation security and controls. You retain complete control and ownership of your data. And with device licenses, Creative Cloud is deployed anonymously, meaning no student data is shared with Adobe."
"We can't update our curriculum fast enough to keep up with Adobe's rapid software updates."	"IT is always in control of when to install available updates, and Adobe provides a wealth of free resources at the Adobe Education Exchange—a vibrant on-line community of educators—that can help your faculty stay on top of new technologies."
"Many faculty members don't know Adobe products."	"Adobe provides great resources, curriculum, and on-demand professional development on the Adobe Education Exchange at no charge."
"Each department buys their own Adobe software and I don't want to manage the console for everyone."	"With the Adobe deployment tools, your school can assign two administrative logins for the Admin Console so that each department can manage their own Adobe software in the way that works best for them."

Tips

Customers may purchase a Single App option to lower costs, but remind them that creative tasks are often interrelated and providing just a single app may stifle creativity. If they need 2-3 apps, the All Apps plan is more cost effective.

K-12 customers may also purchase the K-12 School Site License (100+ seats at a single site) and the District License (500+ seats across a district or legal entity).

Check the Creative Cloud for education licensing overview for a list of applications and services available for each type of license. Services are only available with named-user licenses.