



Adobe K-12 Journey for Students and Educators

Sales Conversation Guide—Internal & Partner Only

Overview

As automation and digital technologies reshape the workplace, companies are looking to hire students who demonstrate not only digital skills, but also key soft skills like creative problem-solving, collaboration, and effective communication. Research shows that student who develop these skills during school are better prepared for workforce challenges and have an edge over their peers. Schools and teachers can help their students by emphasizing hands-on, open-ended projects using digital tools where students engage more deeply, think more creatively, and come up with more innovative responses.

Adobe’s mission is to empower the next generation to be lifelong creators and with Adobe Spark and Adobe Creative Cloud, millions of students can begin their journey toward building digital literacy and creative problem-solving skills for future success.

Conversation topics

- **Workforce demanding new skills**—Today’s digitally-minded students are preparing for many jobs that don’t yet exist. Employers agree that beyond digital skills, complex problem solving, critical thinking, and creativity are key to success.
- **Adobe’s digital tools can help**—Adobe Spark and Adobe Creative Cloud enable students from primary grades through high school visually share their ideas and get excited about learning.
- **Reshaping curricula to build key skills**—Educators and policymakers agree there isn’t enough emphasis on creative problem solving in today’s curricula. Offering access to digital tools, assigning open ended projects, and focusing on creativity early is imperative.
- **Resources for teachers**—Adobe offers a broad range of projects and curricula to help teachers integrate Creative Cloud into their classroom. And there is a robust online community of peers to learn from and share ideas.

K-12 offers

	Adobe Spark for K-12	Creative Cloud Desktop Apps Device License	Creative Cloud All Apps Named User License
Ideal for	<ul style="list-style-type: none"> • Students, teachers, and staff • Grades 3rd to 8th • Easily creating graphics, web pages, and video stories 	<ul style="list-style-type: none"> • Students and teachers using shared devices (e.g. labs) who do not have a named user license • Needing access to paid apps like Photoshop CC, InDesign CC, etc. 	<ul style="list-style-type: none"> • Students and teachers who want access to Creative Cloud apps and services on any device • Needing anytime, anywhere access (e.g., at home)
Purchase plan	<p>FREE for education customers.</p> <ul style="list-style-type: none"> • Access Spark via the Adobe Admin Console. If you do not have access, call Adobe or your reseller for a new VIP. <p>Available: April 9, 2018</p> <p><i>*English only. Not available in People’s Republic of China.</i></p>	<p>School Sites: U.S. \$24.99 per device per year. Minimum 100 licenses (varies by region). VIP.</p> <p>Districts: U.S. \$24.99 per device per year. Minimum 500 licenses (varies by region).</p> <p>Available: Now via VIP.</p>	<p>School Sites: U.S. \$5.00* per user per year. Minimum 500 licenses (varies by region). VIP.</p> <p>Districts: U.S. \$5.00* per user per year. Minimum 2,500 licenses (varies by region). VIP.</p> <p>*Price under NDA until April 16 Available: Mid May 2018</p> <p><i>*North America, U.K., Europe, Japan only. Unpublished SKUs in NZ, India.</i></p>
Key benefits	<ul style="list-style-type: none"> • Enhanced data privacy, consistent with COPPA • Home use on any device • Log in with school IDs (SSO) • Access to free CC mobile apps • Premium features in Spark like customized templates • Easy license management 	<ul style="list-style-type: none"> • Anonymous use in labs/classrooms • Pay per device • Easy license management through Adobe Admin Console 	<ul style="list-style-type: none"> • Enhanced data privacy, consistent with COPPA • Home use on any device • Log in with school IDs (SSO) • Access to apps that require a log in like Spark, CC mobile apps, XD, etc. • Personalized preferences • Easy license management (user bulk upload, sync, user groups, etc.)

Probing questions

- 1 Have you considered making digital tools available to your teachers/students beyond the classroom or lab?
- 2 Do you have teachers exploring the use of digital tools in courses outside of CTE? English, history, sciences?
- 3 Are younger grade students (e.g., 3rd - 8th) using digital tools to improve engagement and learning outcomes?
- 4 Do you need a solution that offers predictable licensing costs and can align with your budget cycles?
- 5 Would a solution that allows you to easily distribute, manage, and re-assign licenses be appealing?

Objection handling

Objection	Response
"We're not sure Adobe Spark or Adobe Creative Cloud is essential for our school/district."	<ul style="list-style-type: none">• 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 school/district will give your students a competitive advantage in the marketplace regardless of discipline.
"I'm concerned about the data privacy of our younger students."	<ul style="list-style-type: none">• For the first time, with Adobe Spark and Adobe Creative Cloud, named user licensing can be deployed to students of any age in a manner consistent with COPPA, FERPA and other legislation. We also restrict access to images that may be inappropriate for younger users.
"Many teachers don't know Adobe products."	<ul style="list-style-type: none">• Adobe provides great resources, curriculum, on-demand professional development, and an extensive peer community on the Adobe Education Exchange at no charge. Get your teachers up and running fast.
"We are concerned about managing licenses across our school/district."	<ul style="list-style-type: none">• With the Adobe Admin Console deploying, assigning and re-assigning licenses is easy. You can also set up Adobe Spark and Adobe Creative Cloud named user licenses with single sign-on. Making access for your teachers and students a seamless experience.

Resources

- Adobe Spark and Adobe Creative Cloud sales, customer and marketing tools available on [CBConnection Education](#).
- Deployment help can be found on Adobe HelpEx: [K-12 Customer Deployment Guide](#).
- Teacher resources and professional development available on [Adobe Education Exchange: Adobe for Teachers](#).

