Adobe Acrobat DC Reseller Playbook

2021

This playbook is best suited for:

- Adobe Platinum, Gold, & Certified resellers
- Sales Representatives
- Licensing Specialists
- Marketers

Use this guide to direct & develop your Adobe Acrobat sales efforts.

Estimated reading time: 16 min.

This guide will cover:

- Acrobat Targets
- Key Positioning
- Conversational Tactics
- Resources

Target Audience

Higher Education

Get to know the specific requirements of users in higher education.

Some considerations to note:

This industry is price sensitive.

They are often using older systems.

Target Contacts

- CIO
- IT Director
- IT Manager
- Academic Computing
- Curriculum Developer
- Faculty
- Professor
- Instructor

Higher Education

Types of documents

Specific to higher education:

- Administrative documents (review, authorization, registration, admissions)
- Presentations
- Theses
- Dissertations
- Course packs

Business documents:

- Correspondence
- Email, letters
- Memos
- Reports
- Spreadsheets
- Presentations

Higher Education

Institutional concerns

Communicating with students and colleagues in a streamlined and cost-effective manner. These groups work with different hardware and software.

Incorporating new technology into courses to better prepare students after graduation.

Teaching students how to use rich text media files, support visual learning, and develop digital communication skills.

Security of information in theses and dissertations, syllabi, coursework, grant proposals, and other documents.

Key Positioning

Adobe Acrobat DC Proof Points:

Create searchable PDF binders of policies, curriculums, teaching plans, & assignments, using keyword searches to rapidly locate specific information.

Convert documents to Adobe PDF so they look exactly as you intended.

Integrated with the most popular applications you're already using, including Microsoft & leading collaboration platforms.

Mobility support keeps users productive, even on the go.

Extract images, text, & tables from other PDF documents & use the content in authoring applications, including Word, Excel, & Powerpoint.

Proof Points

Educational institutions need to handle budget constraints with minimal impact on staff and instructor resources, course offerings, and enrichment program offerings

Adobe Acrobat DC Proof Points:

Create searchable PDF documents of policies, curriculums, student assessments, & assignments.

Easily assemble documents, spreadsheets, presentations, email messages, web pages, videos, forms, CAD drawings, & diagrams into a single Adobe PDF Portfolio or combined PDF.

Proof Points

Educational institutions need to improve service and response time to students, faculty, and staff—and improve collaboration.

Adobe Acrobat DC Proof Points:

Restrict what can be done to a document, printing, & extracting information from the document

Restrict document editing, printing, & information extraction

Remove sensitive student information through redaction

Proof Points

Educational institutions who need to follow government regulations or want to create competitive advantage by controlling access to sensitive information.

Messaging

Help save time and money by standardizing on Acrobat and PDFs to create content-rich documents, combine materials, collaborate with colleagues, collect information, and control documents.

Convert documents into a legally archivable format where document integrity is maintained & information is accessible by all, meeting section 508 accessibility standards.

Learn more about standards & compliance

Streamline administrative workflows, communication, peer reviews, & research processes by integrating into collaboration systems with tools for addressing collaboration outside of university peers.

Learn more about integration

Integrate with the Microsoft applications you already use.

Learn more about integration

Help protect confidential information in documents by providing security options.

Learn more about security

Conversational Tactics

Higher Education

Questions specific to education:

01 What applications does your educational institution rely on to create portfolios, presentations, course materials, curriculums, and electronic copies of theses and dissertations?

02 How much time and budget could your educational institution (or department) free up if the copying and delivery of documents were eliminated on your campus?

03 How much of your faculty and staff's time is spent reviewing documents and giving feedback?

04 How much time is spent each year at your educational institution submitting grant and research proposals?

05 What is the tenure process for educators and officials at your institution?

Higher Education

Questions specific to education:

06 How important is it to your institution to be able to protect sensitive information?

07 How important is it to your institution to protect intellectual property?

08 Do you need to ensure Section 508 accessibility in your PDF files on the website?

09 Does your faculty need to reuse content in PDF files?

10 Do you need to integrate with existing repositories? If so, which ones?

11 Do you use Microsoft SharePoint, OneDrive, or Office 365?

12 Is it important for students or faculty to access their work from mobile devices?

Objection Handling

Customer Concern

"I need a PDF that can be easily and securely integrated with Microsft Office 365."

Recommended Response

Deploying and managing Acrobat and PDF services is simple using Office 365 admin tools. You can even use a web-based installer to configure your Office 365 accounts without installing additional software on users' desktop machines. Your business-critical documents stay secure with Office 365 cloud security, and users no longer need to download documents from SharePoint and OneDrive to convert, manipulate, or even password-protect PDF files, which means you don't have to worry about sensitive documents being kept on unsecured computers.

Objection Handling

Customer Concern

"I want to own my software."

Recommended Response

One of the biggest advantages to upgrading to Acrobat DC for enterprise is streamlined software management and deployment. You can easily assign, reassign, remove, and track user licenses individually, or by group, through the web-based Admin Console. Plus, you'll always get the latest features and upgrades (that can be deployed on your own schedule) at no additional cost.

Acrobat DC for enterprise also offers transactional purchasing without requiring long-term contracts. And by purchasing Acrobat DC and other Adobe products together in one VIP agreement, you can maximize savings and manage all of your subscriptions in one convenient place.

Objection Handling

Customer Concern

"Acrobat DC for enterprise is more expensive than alternatives (like perpetual or competitive solutions"

Recommended Response

Acrobat DC for enterprise is the only complete PDF workflow solution, and it provides the highest levels of security and control, including advanced user management and increased control over the company IP. Volume discounts start at 10 licenses, and if you purchase Acrobat DC with other Adobe products, such as Creative Cloud, in a single VIP agreement, you can maximize savings by qualifying for even greater volume discounts. Also, when you purchase by subscription, you'll get all the new features and updates as soon as they're released without having to pay more.

Objection Handling

Customer Concern

"I don't meet the threshold for an enterprise solution."

Recommended Response

There's no minimum to purchase Acrobat DC for enterprise as long as you have the IT infrastructure required for an enterprise deployment. Plus, volume discounts start at 10 licenses, and by purchasing through VIP, you can combine Acrobat DC licenses with other Adobe product purchases to maximize savings.

Objection Handling

Customer Concern

"I need a solution with support for virtual environments"

Recommended Response

Acrobat DC supports the following virtualization platforms: Citrix XenApp and XenDesktop, VMware Horizon, Microsoft App-V, and Microsoft Windows Terminal Server (WTS).

Resources

Sales & Marketing Tools

Utilize the following resources to enable your Adobe sales efforts

Adobe Acrobat DC Conversation Guide

Adobe Acrobat DC Teams vs Enterprise Comparison

Adobe Acrobat DC Why Upgrade

Adobe Acrobat DC vs Acrobat 2020

Visit the Adobe Information Center for even more tools & resources.

Adobe