Adobe Creative Cloud for education VIP Renewal

This call script is designed to help guide you through your customer conversations about Adobe Creative Cloud for education VIP renewals.

Prepare for the call:

Research your customer's purchase history, anniversary date and VIP membership ID. Make sure you are familiar with exactly what license types they currently subscribe to. Understand if they are moving from introductory or promotional pricing to full pricing at this renewal and make sure you have renewal pricing and/or a quote ready.

Open the call:

"Good morning/afternoon. My name is [insert name], and I'm calling from [insert reseller] regarding your Adobe Creative Cloud renewal. May I please speak with [insert customer's name]?"

If…	Then…
You reach the customer's voicemail	Proceed with Voicemail script below
A gatekeeper answers the call	Proceed with Gatekeeper Navigation script below
The customer answers the call	Proceed with the Renewal reminder script below

Voicemail script:

"My name is [insert name], and I'm calling from [insert reseller] regarding your institution's Adobe Creative Cloud renewal. I will try to reach you again tomorrow. If you need assistance, please call me at [insert number]."

Gatekeeper Navigation script:

You: "Hello. May I please speak with [insert customer's name]?"

Gatekeeper: May I ask who is calling?

You: "My name is [insert name here], and I'm calling from [insert reseller here] regarding [insert customer's name] Adobe Creative Cloud renewal. I wanted to review the membership and discuss renewal arrangements."

Gatekeeper: Just one moment.

You: "Thank you."

Renewal Reminder script:

You: "Hello. Thank you for taking my call today. Your VIP membership [insert VIP membership ID] consisting of [insert number of seats] is due for renewal on [insert date]. My goal is to help you through the renewal process so you can continue to offer access to your educators and students."

At this point in the conversation, take a moment to clarify their needs and identify opportunities:

"I would like to review your current membership with you, and make sure the plan is still meeting the needs of your educators and students."

"Do you have budget confirmed to renew all of your seats, or do you need me to resend the quote to secure approval?"

"Are there any additional licenses you need this year? Have you added any new faculty/staff or expanded access to additional students who will need Creative Cloud? Creative Cloud offers predictable budgeting, so now would be a convenient time to add new seats to your membership plan."

"What are the steps involved in the budget and renewal approval process? What could derail the process and keep the renewal from closing? How can I assist?"

Allow the customer to respond to each question and listen for upsell opportunities. The most important outcome for your customer is timely renewal of their purchased seats, prior to their anniversary date and at the correct price.

If the customer would like to renew immediately, follow the process for renewal and close the call:

You: "Is there anything else I can help you with today? Thank you again for your time, and please don't hesitate to reach out if you need any assistance."

If the customer would like to think about it, let them know you will reach out again in a few weeks and close the call:

You: "I will reach out to you again in a few weeks to check on your renewal process. In the meantime, is there anything else I can help you with today? Thank you again for your time, and please don't hesitate to reach out if you need any assistance."