Adobe Student License Pack 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 SLP sales efforts.

Estimated reading time: 18 min.

This guide will cover:

- SLP Targets
- Key Positioning
- Conversational Tactics
- Resources

Target Audience

Adobe SLP Targets

Higher Education Institutions

- 4-Year & 2-year colleges and universities
- Community colleges
- Technical colleges

Target Contacts

IT/Procurement

- CIOs
- CTOs
- Technology Specialists
- Technology Directors/Associates

Faculty/Staff

- Department Heads/Chairpersons
- Administrative Staff/Deans
- Professors/Instructors/Academic Directors and Specialists

Key Positioning

Adobe Student License Pack

Adobe Student License Pack enables higher education institutions to purchase Creative Cloud All Apps for students at an attractive price point, supporting employability and their digital initiatives. The Student License Pack introduces a new way to foster digital literacy and teach your students the essential skills they need to succeed in the modern economy whether classes are in-person or online. Student License Pack gives students access to the full power of Adobe Creative Cloud wherever they are, on any device, and at a significant discount. Individual departments or entire institutions can purchase the packs on behalf of 100 or more students via the Adobe Value Incentive Plan (VIP).

Adobe's mission is to empower the next generation to be lifelong creators and with Adobe Creative Cloud, millions of students can continue their journey toward building digital, creative, and problem-solving skills for success in our modern economy.

Why the Student License Pack?

Student Access to CC Apps & Services

Student access to the latest apps including Adobe XD and Adobe Premiere Rush, to create amazing work and build skills for the future.

Access to services, including storage and Portfolio, to let students showcase work in classes and careers.

Improved License Management

Flexibility for admins to assign licenses as needed, dramatically reducing the complexity of managing large deployments.

Admins can easily reassign the same licenses as students and courses come and go, as many times as needed.

Creativity Without Boundaries

With the Student License Pack, students get access to named user Creative Cloud for enterprise licenses, allowing them to access their apps wherever they live, study, work, and play.

How Does Creative Cloud Support Higher Education?

Help students build skills that attract employers

The jobs of the future are changing, and students expect their institution to give them a competitive edge.

Students will have titles that don't exist today, in industries that are just getting started. These jobs require creative thinking and problem-solving skills—and hiring managers agree these skills set candidates apart.

Creative Cloud includes apps that are simple enough for students to begin creating immediately and advanced enough to enable budding professionals to realize their creative vision.

How Does Creative Cloud Support Higher Education?

Communicate with Impact

Creative Cloud helps students and faculty attract attention, reach their audience, and learn how to impact their world.

Whether it is a faculty member communicating research, a student creating a documentary, or a class group compiling a rich, multimedia final project, Creative Cloud has the tools to support their stories.

How Does Creative Cloud Support Higher Education?

With support & inspiration for educators

Be part of and contribute to a passionate community of educators that will help you get started using Adobe Creative Cloud quickly.

The Adobe Education Exchange (EdEx) connects you with like-minded educators around the globe. Share ideas and curricula that drive improved outcomes. Whether it's making a business proposal for a case study in marketing or a video story for journalism, you'll find inspiration for any course on EdEx.

Establish the Needs of Your Institution

Adobe SLP is Ideal for:

Anytime, anywhere access for students to Creative Cloud apps and services on any device (e.g., at home)

Departments, colleges, or institutions purchasing on behalf of 100+ students

Adobe SLP Key Benefits:

- Full Creative Cloud experience for students at a cost-effective price
- At home use
- Premium Spark features like customized templates
- Personalized preferences
- Easy license management options

Conversational Tactics

Direct the SLP Conversation

Ask leading questions to initiate conversation

01 Have you considered making digital tools available to your students beyond the classroom or lab?

02 How is your institution supporting your students' employment goals and working to better prepare students for a changing marketplace?

03 Do you have faculty exploring the use of digital tools in their research and courses? Such as communications, business, sciences, and general education/required courses?

04 Do you need a solution that offers predictable licensing costs and can align with your budget cycles?

05 Would a solution that allows you to easily distribute, manage, and re-assign licenses be appealing?

Handling Customer Objections

"We're not sure Adobe CC is essential for our department or institution."

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 support your students' work will give them a competitive advantage in the marketplace regardless of discipline.

"We already have licenses in our labs; isn't that enough?"

Students are ultra-mobile, digital natives and expect institutions to allow them to access tools and services anytime, anywhere. Offering student licenses provides Creative Cloud regardless of location or financial differences and empowers all students to develop digital skills that support critical thinking, complex problem solving, and creativity.

"Many faculty and instructors don't know Adobe products."

Adobe provides great resources, curriculum, on-demand professional development, and an extensive peer community on the Adobe Education Exchange and Adobe for Academics at no charge. Your faculty can be up and running fast. Additionally, new user-friendly apps like Adobe Premiere Rush feature in-app tutorials that lead users from zero to creation in minutes.

More and more faculty are using Adobe products to make their research more engaging, to advance their personal and professional branding, and to engage digitally-native students.

"We're concerned about managing licenses across our department/teams/college."

With the Adobe Admin Console, deploying, assigning and re-assigning licenses is easy.

Three flexible identity types are available to suit the needs of your department or institution.

Adobe has resources for faculty

Adobe offers a broad range of projects and curricula to help faculty integrate Creative Cloud into their traditional and distance leading courses.

And there is a robust online community of peers to learn from and share ideas.

Adobe's digital tools can help

Cloud enables students from undergraduates to post-docs to visually share their ideas and get excited about learning.

Talking Points

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Reshaping curricula to build key skills.

Educators and employers 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 is imperative.

Workforce is 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.

Resources

Sales & Marketing Tools

Utilize the following resources to enable your Adobe sales efforts

- SLP Datasheet
- SLP 2021 Offer
- SLP Email Series
- SLP Landing Page

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

Adobe