



Adobe Higher Education Journey for Students and Academic Leadership

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. Educational institutions and faculty 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 Creative Cloud, millions of students can continue their journey toward building digital, creative, and problem-solving skills for success in our modern economy.

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 Creative Cloud enables students from undergraduates to post-docs to visually share their ideas and get excited about learning.
- **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.
- **Resources for faculty**—Adobe offers a broad range of projects and curricula to help faculty integrate Creative Cloud into their traditional and distance learning courses. And there is a robust online community of peers to learn from and share ideas.

Higher education offers

	Creative Cloud Desktop Apps Shared Device	Creative Cloud All Apps Named User License	Creative Cloud All Apps Student License Pack
Ideal for	<ul style="list-style-type: none"> • Labs, libraries, classrooms • Students and faculty using shared devices who do not have a named user license • Needing access to paid apps like Photoshop, InDesign, Premiere Rush, etc. 	<ul style="list-style-type: none"> • Faculty, staff, students to access Creative Cloud apps and services on any device • Needing anytime, anywhere access (e.g., at home) 	<ul style="list-style-type: none"> • 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 or more students
Key benefits	<ul style="list-style-type: none"> • Full Creative Cloud experience in labs/classrooms • Pay per device • Easy license management through the Adobe Admin Console 	<ul style="list-style-type: none"> • Full Creative Cloud experience, including home use on any device • Personalized preferences • Premium Spark features like customized templates • Easy license management options (user bulk upload, sync, etc.) 	<ul style="list-style-type: none"> • Full Creative Cloud experience for students at a cost-effective price • At home use • Personalized preferences • Premium Spark features like customized templates • Easy license management options
Purchase plan	Value Incentive Plan (VIP) Volume discounts available	Value Incentive Plan (VIP) Volume discounts available	Best VIP pricing for student access at \$142/student/year (minimum purchase of 100 licenses) Value Incentive Plan (VIP) <i>*Pricing may vary by region</i>

Probing questions

- 1 Have you considered making digital tools available to your students beyond the classroom or lab?
- 2 How is your institution supporting your students' employment goals and working to better prepare students for a changing marketplace?
- 3 Do you have faculty exploring the use of digital tools in their research and courses? Such as communications, business, sciences, general education/required courses?
- 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 Creative Cloud is essential for our department or institution."	<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 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?"	<ul style="list-style-type: none">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."	<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 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 are concerned about managing licenses across our department/teams/college."	<ul style="list-style-type: none">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.

Resources

- Adobe Creative Cloud sales, customer and marketing tools available on [CBConnection Education](#)
- Deployment help can be found on Adobe HelpEx Creative Cloud for Enterprise and for Shared Device Licenses
- Faculty resources for traditional and distance learning programs available on the [Adobe Education Exchange](#) and the [Adobe Distance Resource Learning Hub](#)

