



Adobe Creative Cloud K-12 Site License Reseller Call Script

This call script is designed to help guide you through your customer conversations and reference resources that will provide deeper knowledge if needed.

What is the situation?

- The majority of Adobe K-12 run-rate customers have yet to migrate to Creative Cloud.
- Customers are price sensitive and still do not have a clear understanding of their Creative Cloud purchasing options.
- Until now, K-12 schools have not had a good alternative to the previous Creative Suite K-12 Site License.

What is the offer?

- K-12 (primary and secondary) education institution customers can now purchase a pack of licenses (100 unit minimum) to cover their needs for a single school or district office.
- Licenses are Creative Cloud for education Device Licenses only (no services included).
- Customers needing more than 100 seats can add as many as required at time of purchase.
- Licenses cannot be shared among schools—deployment needs to be within classrooms, labs, faculty, teachers at a single location.
- Work at home licenses can be deployed to teachers working at a school, but they need to be included in the license count acquired or deployed from the minimum order amount.
- Licenses can also be deployed on student-owned computers in 'bring your own device' (BYOD) environments for students enrolled at the school. Each deployment on a student-owned device counts as one license used.
- Schools must authorize student use of the license, take full responsibility for all student use of the software and schools retain all license use rights under their VIP membership (license use rights may not be transferred to the student).
- Cost is cheaper when customer needs 13 or more seats at regular prices (18 at promotional pricing).

Who are you calling?

- New and current K-12 customers.
- Previous K-12 Creative Suite Site License or Education Enterprise Agreement (EEA) customers due for renewal.

Open the call

Good morning/afternoon, _____, my name is _____. I am calling from _____ to speak with you about a special offer from Adobe:

1. **Are you responsible for purchasing Adobe software for your school?**
Decision Maker, Influencer, User, Champion >> **continue with call flow**

If No involvement >>>> Who can I speak with that handles your Adobe software purchasing?
(gather referral, close call and pursue)

RPC YES >>>> Great! I'm glad I reached you:

2. Do you have any current Adobe licensing agreements for your software purchasing?

RPC YES >>>> Good. (Clarify ETLA, EEA or VIP.)

Licensing Agreement	Response	Action
If Enterprise Term License Agreement (ETLA)	Great. That agreement allows you to purchase Creative Cloud across your district. Is there anything else I can help you with today?	Transition to "Close the Call" section.
If Education Enterprise Agreement (EEA)	Great. Do you know the renewal date of the agreement?	Continue to question 3 and explain the K-12 School Site License program.
If Value Incentive Plan (VIP)	Great. Let me share more details about our new offering for K-12.	Continue to question 3 and explain the K-12 School Site License program.

RPC UNSURE >>>> If you don't know, who in your district should we speak with?

RPC NO >>>> Thank you.

- As you might be aware, Adobe has moved its creative software offering to Creative Cloud and all of the creative applications your students and teachers rely on have been improved.
- We are excited to share a new licensing offer through the Value Incentive Plan (VIP)—the K-12 School Site License—that makes it easier and more affordable than ever for your school to move to Creative Cloud.
- The schools site license also offers work-at-home rights for your educators and student access for 'bring your own device' (BYOD) environments.

3. The Adobe K-12 School Site License is a very affordable option for your school. May I share more details with you?

- Our best offer for K-12 (primary and secondary) education institution customers who need to have Creative Cloud on 13 or more machines at regular prices (or 18 at promotional prices) at a single school or district location.
- Deployments can range from classrooms, labs, teacher and faculty devices and student-owned devices.
- Device licenses are ideal for deployment in a classroom or lab location.
- Licenses include both Mac and Windows deployment options.
- Work-at-home licenses can be deployed to teachers working at a school, but they need to be included in the license count acquired or deployed from the minimum order amount.
- Licenses can also be deployed on student-owned computers in 'bring your own device' (BYOD) environments for students enrolled at the school. Each deployment on a student-owned device counts as one license used.
- Pricing is \$25 per license with a minimum purchase of 100 licenses. Customers needing more than 100 licenses can add as many as required.

4. Considering this great offer, are you interested in joining VIP today (if already a member, adding an additional VIP agreement) and providing Creative Cloud for your students and teachers?

RPC YES >>>> Great. It'll only take a moment to sign you up for VIP. Can we take care of it now?

- Confirm customer doesn't have an existing VIP membership.
- Create VIP membership through the Reseller Console and send official invite.
- Customer receives official invite and accepts VIP terms and conditions.
- VIP number and Anniversary Date issued.
- Provide quote and work to close the deal.

<<If already joined VIP, move forward with quote and work to close the deal. Then transition to customers to new set of questions below.>>

RPC NO>>>>>Transition customers to new set of questions below>>>>>

New Set of Questions

<<<<<If not interested in purchasing Creative Cloud today>>>>>

1. Are you interested in learning more about Creative Cloud? <If no, end the call.>

RPC YES LEARN MORE ABOUT Creative Cloud >>>> Offer to email Creative Cloud for education datasheet (capture email) and skip to question #4.

2. Are you planning for Adobe software purchases during this budget cycle?
- Yes
 - No

If NO, skip to question #4.

3. When do you plan on making a purchasing decision regarding Adobe software?
- Less than one month
 - 1-3 months
 - 4-6 months
 - 7-9 months
 - 10-12 months

4. Is there anyone else within your organization that I should follow up with? >>>>>07
- Yes
 - No

*Capture additional names.

5. Inform customer of any upcoming webinars and ask if they would like to attend.
- Send customer url for webinar registration

Close the Call

Let me verify your contact information. (Read the following data record to the prospect for confirmation and note any changes in the system) >> **Close the Call**

- Name
- Title
- Email
- Phone (Direct Line)
- Mailing Address

Close – Purchasing/Interested in Purchasing/Evaluating:

Thank you very much for your time today. (*State action plan, e.g. follow up with additional pricing details and confirm day and time for follow up*). Have a great day!

Close – Not Interested/Not Evaluating:

Thank you very much for your time today. I would like to follow up with you later to see how things are going. In the meantime, please visit [*insert appropriate landing page*] to learn more about Creative Cloud. Have a great day!

Voice Mail Message

Hi [*Prospect Name*], my name is _____. I'm calling from _____ to share an exciting new licensing offer for K-12 schools. Please give me a call so I can share the details with you regarding this offer that enables your school to provide your students and teachers with access to Creative Cloud. You can reach me via phone at [*insert phone number*] or email [*insert email*]. I look forward to speaking with you soon!



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