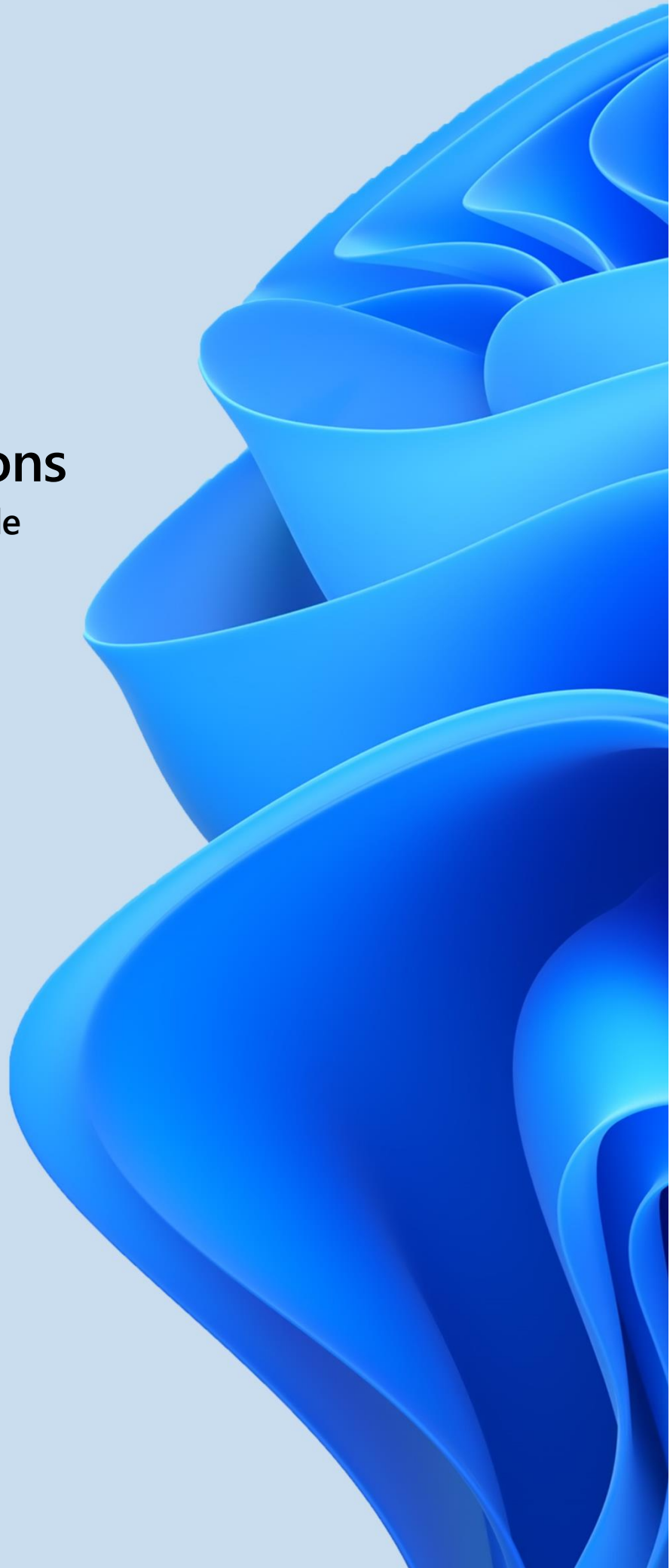




**K-12 Microsoft
education solutions**
Instructor-led training guide



| Number | Title | Talking points |
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| 1. | Microsoft K-12 education solutions | <p>Say Hello! My name is [fill in]. Thank you so much for coming!</p> <p>I'm here to help you sell, promote, and explain the benefits of Windows 11 and Windows 11 SE to educators and school systems.</p> |
| 2. | How to use this deck | <p>Instructions</p> <ul style="list-style-type: none">• Please take a moment before your presentation to read the speaker notes on each page. These notes contain useful tips for training your partners in the latest sales strategies.• Be sure to customize your slides and the talk track to fit the specifics of your presentation.• Consider using the free Office Remote phone app to control your presentation. |

| Number | Title | Talking points |
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| 3. | Agenda | <p>Say</p> <p>Today, we're going to talk about the following topics:</p> <ul style="list-style-type: none"> • We'll start with an overview, including the goals of this session • Then we'll move on to education customers. Who they are and what their environment looks like right now • Education market demands and trends, along with the extensive business opportunities they present <p>From there, we'll move into:</p> <ul style="list-style-type: none"> • An introduction to Windows 11 and Windows 11 SE—an operating system designed for hybrid learning • A deeper look at the benefits of combining Windows 11 and Windows 11 SE with Microsoft's complete education solution, including Microsoft 365 and Microsoft Teams • An overview of the multiple device options available for the education market <p>Next, we'll focus on the sales approach:</p> <ul style="list-style-type: none"> • How to connect with your customers • How to ask about and address customer concerns (to help you hone your approach so you're in the best position to close the sale) <p>Finally, we'll wrap up the session:</p> <ul style="list-style-type: none"> • Session summary and review of key takeaways • Opportunity for questions and answers • Additional resources to encourage next steps <p>Do</p> <p>If you're giving a shorter presentation or a detailed lesson about one feature or a specific slide, remove the agenda items that won't be covered and adjust the speaker notes accordingly.</p> |
| 4. | Course overview | <p>Say</p> <p>Now let's look at what you will learn in this session.</p> |
| 5. | Your takeaways | <p>Say</p> <p>By the end of today's session, you should be able to:</p> <ul style="list-style-type: none"> • Recognize the priorities and needs of education customers related to hybrid learning, accessibility, and simplified management and deployment. • Identify new market opportunities to pitch Windows 11 and Windows 11 SE to educators and school systems. • Be more knowledgeable about Windows 11 and Windows 11 SE. |

| Number | Title | Talking points |
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| | | <ul style="list-style-type: none"> • Discuss Windows 11 and Windows 11 SE and their core messaging pillars and value propositions. • Explain a few key licensing options for selling Microsoft for Education offerings. • Understand the 4Es approach to better connect with customers. • Constructively address customer concerns. <p>Do Be sure to customize this slide to match your presentation, especially if you are giving a shorter presentation or a deep-dive lesson about one feature or slide.</p> |
| 6. | Prerequisites | <p>Say To get the most from today’s session on Windows 11, you should already be familiar with some operating system concepts, including:</p> <ul style="list-style-type: none"> • The Windows 11 operating system. You should be somewhat familiar with its features and capabilities. • The concept of hybrid learning and the impact it has on students, teachers, and schools. • Common education scenarios, including remote teaching, supports for special needs, and the challenges of achieving digital equity. <p>Here are some resources to help you prepare. We’ll point you to additional resources at the end of this session.</p> <p>[NOTE TO SPEAKER: There are resources related to these topics in the Appendix.]</p> |
| 7. | Know your customers | <p>Say Now let’s talk about your customers. What do we know about schools and educators?</p> <p>Do This section can be taught as a standalone 5-minute module, or it can be combined with Section 3 (Assess the market) for a 15-minute session.</p> |
| 8. | Educators today face significant challenges in providing a high level of education for all their students | <p>Say Educating the world’s children is challenging. It was made even more so by the pandemic, which forced schools to shift to remote and hybrid learning in a matter of weeks. I imagine some of you have heard stories from your customers.</p> |

| Number | Title | Talking points |
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| | | <p>Many school systems weren't prepared for the shift, and, according to the National Alliance on Mental Health, 70% of U.S. educators remain concerned about the ability to deliver high-quality learning experiences in hybrid settings.¹</p> <p>In the U.S. alone, 2.5 million students have a learning disability such as dyslexia, and those students need high-quality learning experiences just like everyone else.³</p> <p>School districts can be prime targets for cybercrime, and they have a special responsibility to safeguard student data. In 2019, once single school district in Kentucky was a victim of a phishing scam and had to pay a \$3.7 million ransom.⁴</p> <p>And to top it off, most school districts have tight budgets and must carefully manage their technology spending. In fact, 60% of schools worldwide spend less than \$300 USD per device; in the U.S. that number is even greater: 72%.²</p> <p>Footnotes:</p> <ol style="list-style-type: none"> 1. National Alliance on Mental Illness 2. FutureSource August 2021 3. U.S. Department of Education Statement on Learning Disabilities 4. Part III: Cybersecurity Incidents: 2019 – The K-12 Cybersecurity Resource Center (k12cybersecure.com) |
| 9. | <p>The need for remote learning diminished student outcomes</p> | <p>Say</p> <p>As we are all aware, remote learning was necessary. But as the stats on this slide show, it was not ideal. Students have fallen behind academically and are experiencing social, emotional, and mental health challenges from the last 20 months.</p> <p>As you can see, 53% of remote high school students felt less motivated. Achievement in math compared to pre-pandemic times dropped among surveyed students in grades 3-8. And mental health was affected, too—29% of parents say their child is experiencing harm from social distancing and school closures.</p> <p>Footnotes:</p> <ol style="list-style-type: none"> 1. student-engagement-during-the-pandemic-final-10.13.21.pdf (brightspotcdn.com) 2. https://www.nwea.org/content/uploads/2021/07/Learning-during-COVID-19-Reading-and-math-achievement-in-the-2020-2021-school-year.research-brief-1.pdf |

| Number | Title | Talking points |
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| | | <p>3. https://namica.org/blog/impact-on-the-mental-health-of-students-during-covid-19/</p> |
| 10. | <p>However, school communities adapted and realized new possibilities</p> | <p>Say But it was not all bad news! School communities all over the world have adapted, made advancements, and realized new possibilities.</p> <p>Many schools for the first time were able to pivot and deliver remote and hybrid learning successfully. Schools also showed that they could accommodate accessibility needs to make it possible for every student to attend class. Schools and parents also realized the importance of collaboration, community, and social growth that is enabled by the interaction and experience school provides.</p> <p>Several statistics highlight how popular digital learning has become:</p> <ul style="list-style-type: none"> • According to the Public Policy Institute of California, 85% of surveyed teachers and 96% of surveyed principals and administrators of surveyed teachers favored increased use of digital learning tools.* <p>Footnote: * The Digital Divide in Education - Public Policy Institute of California (ppic.org)</p> |
| 11. | <p>Education customers have specific device needs that Microsoft is uniquely positioned to meet</p> | <p>The take home message is that educators have specific needs for educational tools that Microsoft is uniquely positioned to meet. Our technology can:</p> <ul style="list-style-type: none"> • Connect instructors and students through a single platform for easier communication and real-time collaboration • Provide access to the best learning opportunities and supports to all students, regardless of ability, income, language, location, or identity • Help protect critical data with always-on security • Reduce clutter and distraction for students, teachers, and IT teams • Save time and money through efficient, cloud-based management tools |
| 12. | <p>Education market landscape</p> | <p>Say Last year saw massive movement in the education market, and we have data to show how much growth potential there is for the future, as well. Let’s take a look at what the numbers are telling us.</p> |

| Number | Title | Talking points |
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| 13. | <p>Today's education market is experiencing extraordinary growth</p> | <p>Say The worldwide market for education devices had a huge year, nearly doubling in volume. That represents a great opportunity for our education partners and sellers! More than half of devices sold worldwide cost under \$300. That number is more like 65% in the U.S., the largest market. So, there's a lot of room in the low-cost market, where we have invested significantly.</p> <p>Windows was an important part of this overall growth with 43% unit volume growth year-over-year.*</p> <p>Footnote: *Futuresource Mobile PC in K-12 Tracker (futuresource-consulting.com)</p> |
| 14. | <p>Customers are receptive to Microsoft's education offerings</p> | <p>Say Here are some key facts about selling Windows 11 software and hardware products to education decision makers:</p> <ul style="list-style-type: none"> • Market research indicates that both K-12 and higher education IT decision makers (ITDMs) are highly receptive to a device-based software subscription. • Device-based productivity apps, security, and game-based learning contribute to ITDM preference of a new device-based license. These are areas where Microsoft 365 is well positioned. • There is also an opportunity for customers to spend time-bound stimulus or capital funds to lock in a broad set of apps, learning experiences, and inclusive features for multiple years. • In the U.S. alone, Congress has directed >\$280B toward education across three relief bills, with the majority for K-12. All federal relief funds must be obligated by September 2024 or earlier.* <p>Footnote: *Jordan, Phyllis. "What Congressional Covid Funding Means for K-12 Schools." FutureEd, 7 July 2021,</p> |
| 15. | <p>Get to know Windows 11 and Windows 11 SE</p> | <p>Say So far, we've talked about the challenges facing the K-12 education market, how Microsoft is uniquely positioned to help overcome those challenges, and more about the market landscape for education customers.</p> <p>Now, it's time to consider smart technology investments that can benefit these customers. Let's see how Windows 11 and Windows</p> |

| Number | Title | Talking points |
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| | | <p>11 SE can help elevate educational experiences for students and teachers worldwide.</p> <p>Do You can teach this section as a separate module. If so, keep all the content in the talk track. Otherwise, shorten the material to fit the time allotted, so you have time to cover the entire presentation.</p> |
| 16. | <p>Welcome to Windows 11</p> | <p>Say Welcome to Windows 11! You’ve probably already learned about our newest edition of Windows, since our launch in June.</p> <p>Windows 11 is a new version of our world-class operating system, built on the same reliable Windows core – with a new set of features and a refreshed look and feel. It’s more accessible and easier to navigate than ever before.</p> |
| 17. | <p>Welcome to Windows 11</p> | <p>Say One of the key strengths of Windows 11 devices is that they allow educators to unlock the full potential of every student with education experiences designed for all. They:</p> <ul style="list-style-type: none"> • Help teachers deliver personalized learning to students of all abilities • Gives students access to learning materials at home or school • Enable calling, video, and chat on a secure communications platform, and • Provide a clutter-free user experience that lets students focus on learning <p>In terms of management and deployment, IT departments will be pleased to know that Windows 11 devices:</p> <ul style="list-style-type: none"> • Support low-touch provisioning and simplified device management with the familiar tools they already use • And help schools protect student privacy, which is an important consideration for educators <p>These features and more are available on a wide range of affordable devices, starting at \$249 USD. Let’s take a closer look at the value Windows 11 and Windows 11 SE offer K-12 educators.</p> |
| 18. | <p>Education experiences designed for all</p> | <p>Note You may want to shorten the amount of information you narrate on this slide, to manage your overall course time if you are teaching the full deck in a single course. If you are teaching a</p> |

| Number | Title | Talking points |
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| | | <p>session on Windows 11 devices specifically, then you can deliver all of this content.</p> <p>Say</p> <p>The data is clear: online learning tools and access to technology are more important for educators than ever. According to a Microsoft 2020 survey, 87 percent of teachers worldwide expected to use more technology teaching in 2021.¹ Windows 11 devices are designed to reduce the obstacles to learning both in the classroom and online.</p> <p>For example, all Windows 11 devices come with high-definition cameras to support learning from anywhere. We've also added smart features to filter out background noise and distractions.</p> <p>Another challenge facing educators is the question of accessibility. An estimated 2.5 million students in the US alone have learning disabilities such as dyslexia.² Because of all the investments we've made in accessibility, our last operating system—Windows 10—already provided 5x more integrative assistive technologies than Google³, at no extra cost.</p> <p>We've expanded our accessibility functionality in Windows 11 to help educators provide a non-stigmatizing learning environment for children of all abilities and learning styles. For example:</p> <ul style="list-style-type: none"> • Students and educators can use a digital pen to write and draw.⁴ • Files and apps can be accessed using voice and gesture. • Educators can launch Immersive Reader for students living with a vision disability, who are learning to read, or for students who need extra help with reading. • Real-time closed captions can be used for those living with a hearing impairment or to maintain quiet in the classroom. • A new Color Filters function provides six built-in options to increase visibility for people with vision loss or color blindness. <p>All of the accessibility features in Windows 11 are easy to access and activate with a single click in the Quick Settings menu near the Task Bar.</p> <p>Other notable functionalities include:</p> <ul style="list-style-type: none"> • One-click access to mic controls and sharing in Microsoft Teams, which is a feature coming soon and which will enhance student independence. |

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| | | <ul style="list-style-type: none"> Certain Windows 11 devices also feature an adaptive touchscreen with pen functionality for simplified navigation.⁴ <p>Do You may want to shorten the amount of information you narrate on this slide, to manage your overall course time. If you are teaching a session on Windows 11 devices specifically, then you can deliver all of this content.</p> <p>Footnotes:</p> <ol style="list-style-type: none"> What educators have learned from remote learning prepares them for the new school year Microsoft EDU June 15, 2020 U.S. Department of Education Statement on Learning Disabilities Microsoft Education Assistive Technologies comparison sheet Hardware dependent |
| 19. | Simple to deploy, manage, and secure | <p>Note You may want to shorten the amount of information you narrate on this slide, to manage your overall course time if you are teaching the full deck in a single course. If you are teaching a session on Windows 11 devices specifically, then you can deliver all of this content.</p> <p>Say Cyber safety is a significant concern for educators. Protecting student privacy and blocking potential malware attacks has never been more important. There has been a substantial increase in the volume of students learning from home. The number of malicious actors worldwide is also on the rise. In fact, 13 percent of US educational institutions have reported ransomware attacks.¹</p> <p>Windows 11 devices help school districts protect student privacy and avoid phishing scams, cyberthreats, and other malicious activity in schools and online. We use a multi-layered approach, from the device to the cloud. With Windows 11, users benefit from powerful, built-in always-on security that’s instantly available. Other notable features include:</p> <ul style="list-style-type: none"> Windows Defender Antivirus, with built-in threat protection that helps detect and block malware. |

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| | | <ul style="list-style-type: none"> Windows Defender SmartScreen, which helps defend students from unsafe web content and downloads. <p>Windows 11 offers easy, zero-touch deployment management using Intune for Education², enabling district IT teams to optimize for today's learning environment and keep devices running smoothly all year long. Plus, they can keep devices up to date with the latest education settings via the cloud without impacting learning.</p> <p>Other management features include:</p> <ul style="list-style-type: none"> Windows Autopilot, which offers low-touch deployment and management via the cloud. The ability to enable single sign-on to minimize disruption, with Azure Active Directory.² AAD also helps schools protect access and identities as well as locking down unsafe apps. Intune for Education, which lets IT managers simplify management and deployment while optimizing device performance all year long.² <p>Footnotes:</p> <ol style="list-style-type: none"> FBI CyberCrime.pdf (wincoil.us) Subscription sold separately. |
| 20. | Optimized performance | <p>Note</p> <p>You may want to shorten the amount of information you narrate on this slide, to manage your overall course time if you are teaching the full deck in a single course. If you are teaching a session on Windows 11 devices specifically, then you can deliver all of this content.</p> <p>Say</p> <p>Seventy-five percent of K-12 students in the US alone say their ideal school offers digital tools for individualized learning, such as a laptop for every student.¹ Windows 11 devices offer an affordable way for schools to meet that need.</p> <p>We've made advances designed to offer faster performance and improved computer fundamentals to educators and school systems that rely on affordable devices to support learning. Today, educators can choose from a wide range of affordable, personalized education devices built for both classroom and online learning from our top device manufacturing partners.</p> |

| Number | Title | Talking points |
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| | | <p>Each Windows 11 device comes with 1 terabyte of cloud storage, starting at \$249 USD for both.⁴ Plus, educators get the optimal experience online and offline with our familiar Microsoft 365 learning apps and tools—such as Microsoft Word, Excel, OneNote, PowerPoint and OneDrive.² And the extended battery life keeps the learning going all day.³</p> <p>Footnotes:</p> <ol style="list-style-type: none"> 1. SU2018-19_Student_10_things_digital_learning.pdf (tomorrow.org) 2. Microsoft 365 subscription required, sold separately. 3. Battery life varies significantly with device, settings, usage, and other factors 4. Retail costs may vary. |
| 21. | <p>Welcome to Windows 11 SE</p> | <p>Say</p> <p>Windows 11 SE devices are our first computers specifically designed for the needs of K-8 education.</p> <p>Windows 11 SE offers the improvements of Windows 11 (including the updated interface and enhanced experiences), but we’ve tuned the operating system to provide optimized experiences on low-cost devices, which often have limited memory, processing power, and smaller screens.</p> <p>We’ve also optimized for cloud-first apps and data as well as cloud-managed services, so schools have greater control and need less expensive infrastructure to manage their technology.</p> <p>Windows 11 SE devices:</p> <ul style="list-style-type: none"> • Offer an affordable way to provide devices to every student in educational settings, increasing access for more students and schools • Maximize valuable technology budgets • Help bridge the digital divide by offering low-cost devices that are affordable for more students • Provide experiences with tools and technology that prepare students for the future |
| 22. | <p>Optimized performance for low-cost devices</p> | <p>Say</p> <p>Of course, features are just part of the equation; budget is also a significant concern. Sixty percent of schools worldwide spend <\$300 per device, and that figure is nearly 75% in the US.¹ Additionally, a full 64 percent of surveyed schools rank price as the number one consideration when purchasing student devices.²</p> |

| Number | Title | Talking points |
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| | | <p>With Windows 11 SE, schools can use optimized performance with curated, education-first apps and productivity tools designed to run on budget-friendly devices.</p> <p>Faster start times reduce distraction, so students stay focused.</p> <p>In addition, teachers can preserve class time and maximize student focus with streamlined Start Menu and Task Bar that make it easier for students to find their work independently and stay on task.</p> <p>Footnotes:</p> <ol style="list-style-type: none"> 1. FutureSource August 2021. 2. Microsoft CARE research, Sept 2020 |
| 23. | <p>Optimized performance for low-cost devices</p> | <p>Say</p> <p>Having simplified tools on affordable cloud-based devices helps increase access to technology, enable modern management, and enhance student focus. With Windows 11 SE, educators and students get access to pre-loaded Microsoft Office Win32 apps for faster deployment once licenses are purchased.</p> <ul style="list-style-type: none"> • Windows 11 SE also provides a streamlined environment that provides only the key apps and services students need to learn, removing distractions. • Schools can maintain control over downloads and device deployment and management with IT-only access, so devices work all year long. • And Windows 11 SE works seamlessly with familiar third-party apps, such as Chrome, Zoom, Class Policy, Light Speed, and Screen Beam, so educators can use existing technology. • One important thing to note with Windows 11 SE is that it is cloud-managed only and requires Intune for Education. That license is sold separately or as part of a valuable Microsoft 365 package that includes the Microsoft Office apps, Intune for Education, plus more. • We'll cover Intune and licensing more, later in this course. |
| 24. | <p>Key optimizations of Windows 11 SE devices that benefit K-8 students</p> | <p>Say</p> <p>Windows 11 SE was designed to solve some of the most common concerns for K-8 education while knowing that student devices often have small screens and are less fast and powerful than machines designed for business.</p> |

| Number | Title | Talking points |
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| | | <p>Here are some of the key differences between Windows 11 and Windows 11 SE:</p> <ul style="list-style-type: none"> • Designed for 1:1 deployment. (There's no Windows Hello for low-cost devices.) • IT programmable start + taskbar: Key educational apps are pre-pinned to start and taskbar, and these can be changed by IT only. This includes Minecraft, Flipgrid, and Teams • Locked apps: Students cannot install or uninstall apps • Cloud backed: "This PC" and "Network" file storage options are hidden by default, encouraging cloud usage for better device performance and to help students find their materials more easily • Windowing optimized for screen size + performance: Apps open full screen by default, and they allow only two apps at a time to snap for multitasking • Guided learning: Custom tips orient and guide students • Focused: Custom desktops is not active, so students stay focused on their school work • Performance enhancements: Designed to prioritize apps that students are using in the foreground, to preserve the computing power and enable fast response times, even on low-cost computers |
| 25. | Which version of Windows is right for your customers? | <p>Say</p> <p>Now we can see these differences laid out across a range of features that are important to educators. We've even including a view of Windows 10, so you can see the upgrades.</p> |
| 26. | Microsoft Intune is required to manage Windows 11 SE devices | <p>Say</p> <p>Device management is a key component to needs of educators, so let's take a moment to talk about the way Windows 11 SE customers will manage their devices.</p> <p>As we've said earlier, Windows 11 SE devices require Microsoft Intune for Education for cloud-based device management. This is a diagram to show the four simple steps that education customers need to use Intune.</p> <p>Intune is a cloud-based service that focuses on mobile device and mobile application management. Customers control how their organization's devices are used, including mobile phones, tablets, and laptops. They can also configure specific policies to control applications. For example, they can prevent emails from being sent to people outside their organization.</p> <p>Do</p> |

| Number | Title | Talking points |
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| | | <p>If participants have additional questions or need more detail about Intune and minimum requirements, please refer to the information below.</p> <p>Context/requirements info</p> <ul style="list-style-type: none"> • For customers to enjoy the many benefits offered by Microsoft Intune, they will first need to meet these licensing and product installation requirements: • Enterprise Mobility + Security (EMS) / Microsoft Intune subscription • Microsoft 365 subscription (for Office apps and app protection policy managed apps) • Apple APNs Certificate (to enable iOS device platform management) • Azure AD Connect (for directory synchronization) • Intune On-Premises Connector for Exchange (for conditional access for Exchange On-Premises, if needed) • Intune Certificate Connector (for SCEP certificate deployment, if needed) • Managed device must be compliant: <p>Apple</p> <ul style="list-style-type: none"> • Apple iOS 10.0 or later • Mac OS X 10.12 or later <p>Google</p> <ul style="list-style-type: none"> • Android 4.4 or later <p>Microsoft</p> <ul style="list-style-type: none"> • Windows 10 (Home, S, Pro, Education, or Enterprise versions) <p>Additional Information: https://microsoft.sharepoint.com/:p:/r/teams/Educationhub/Shared%20Documents/Learn/Why%20Cloud%20Management%20Pitch%20Deck%20.pptx?d=w3fd590c7ac8249279e12af20c0278c4e&csf=1&web=1&e=63xg63</p> |
| 27. | Microsoft Education solutions | <p>Say</p> <p>Now that we know more about what Windows 11 and Windows 11 SE offer to educational organizations, let's talk about the benefits of the comprehensive Microsoft for Education solution.</p> <p>Do</p> <p>You can present this section as a stand-alone module, to review the complete Microsoft for Education solution.</p> |

| Number | Title | Talking points |
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| 28. | Designing an equitable learning environment | <p>Say Microsoft education delivers one unified platform for teaching, learning, and work, so schools can provide an equitable learning environment that gives students and teachers what they need to succeed.</p> <p>Together, Windows 11, Microsoft 365, and Teams combine as the learning platform that is inclusively designed, fosters well-being, and accelerates learning.</p> <p>All of these benefits are built on Microsoft’s foundation of Windows 11 security, with added protections in Microsoft Office and Teams.</p> <p>Let’s look at these three key areas and how Microsoft enables them.</p> |
| 29. | Inclusively designed for the benefit of all | <p>Say Microsoft education believes that every student deserves the resources and support they need to fully engage in learning and that when we design for inclusion, everyone benefits.</p> <p>Our built-in learning tools support multiple ways for students of all abilities to access materials and tools, engage with classmates and learning resources, and communicate what they know and can do. These are available at no extra cost.</p> <p>For example:</p> <ul style="list-style-type: none"> • Microsoft Teams Live Captions lets students view live captions and subtitles in up to six languages • Windows Ease of Access Center enable students and teachers to configure devices to meet their specific needs, for vision, hearing, attention, and mobility • Microsoft Editor brings out a student’s best writing skills in more than 20 languages, with the help of AI • Immersive Reader uses science-based techniques to help improve reading skills and encourage independent learning for all students • Dictation converts voice into text anywhere on your PC, with built-in speech recognition • Math Assistant can solve any math equation, or display step-by-step instructions to guide students to reach the solution on their own |
| 30. | Accelerate learning with actionable insights | <p>Say</p> |

| Number | Title | Talking points |
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| | | <p>Microsoft believes that real-time data insights and immersive learning, which build on prior knowledge and experience, can accelerate learning.</p> <p>Microsoft is addressing the urgent need for students and educators to catch up, keep up, and get ahead by providing solutions that accelerate learning through experiences, feedback, and analytics.</p> <p>For example:</p> <ul style="list-style-type: none"> • Reading Progress supports and tracks reading fluency in the classroom by allowing students to record their reading on camera and submit it • Insights in Microsoft Teams offer at-a-glance data views to help educators catch up on their students' Teams activity with spotlights on important trends • Speaker Coach lets students (or teachers!) practice a presentation or speech and get live feedback as well as a summary report to help them improve |
| 31. | <p>Foster well-being for long-term impact on success</p> | <p>Say</p> <p>Well-being directly affects students' motivation, engagement, and learning. Students' and educators' social and emotional well-being has a long-term impact on success, health, employment, and other positive lifestyle indicators.</p> <p>Microsoft provides education solutions which support social-emotional learning and contribute to overall student well-being, creating a foundation for equitable environments.</p> <p>For example:</p> <ul style="list-style-type: none"> • Praise sends acclaim to students to help them build confidence • Reflect supports students in identifying and navigating their emotions by providing regular opportunities to share and be heard • Communications Compliance detects offensive language, including potentially discriminating comments, to foster a more inclusive environment • Minecraft Social and Emotional Kit offers a Minecraft world built for students to explore topics of social and emotional equity • Stickers allows teachers and students to add fun and express themselves when communicating across Microsoft Teams and OneNote |

| Number | Title | Talking points |
|--------|---|---|
| 32. | Windows 11 and Windows 11 SE devices | <p>Say Microsoft’s education solution offers diverse opportunities to grow your hardware and software sales. Let’s look into each of them.</p> <p>Do We’ve included detailed slides about the device choices that can help resellers grow with Microsoft Education in this section. Use this complete section to teach a 15-minute deep dive on devices. If you are teaching a full course, you might want to hide slides 36-39, so you have enough time for each section.</p> |
| 33. | Windows 11 Pro Education devices provide a full spectrum of capability for every school | <p>Say Microsoft Education devices provide a full spectrum of capability for every school.</p> <p>Whether you’re looking for devices that balance value and simplicity, provide versatility and choice, or are the go-to for advanced performance, there is a Windows device that will fit your needs.</p> |
| 34. | New device improvements enable every student to achieve more | <p>Say New device improvements enable every student to achieve more.</p> <p>Enhancements made across all Windows devices help improve the learning outcomes for students. Educators can choose from a wide variety of low-cost devices that include improved features such as:</p> <ul style="list-style-type: none"> • All-day battery life, to power a full day of learning¹ • Rugged bodies to withstand kid energy • Fast resume, to stay focused and not waste time • Advanced chips to ensure consistent, fast performance • Smart videoconferencing, to blur the background and outside noise • Spill and dust proof <p>Do Encourage participants to visit the education devices page to learn more: https://www.microsoft.com/en-us/education/devices/overview</p> <p>Footnotes:</p> <ol style="list-style-type: none"> 1. Battery life varies significantly with device settings, usage, and other factors |

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| 35. | <p>Windows 11 SE devices offers a simplified, secure experience for K-8 students</p> | <p>Say Windows 11 SE is a special, new, education-first device offering!</p> <p>For education customers seeking cost-effective devices, Microsoft Windows 11 SE offers a simplified, secure experience that is optimized for a cloud-first world featuring modern management.</p> <ul style="list-style-type: none"> • There are 10 models to choose from • 8 manufacturers including Acer, ASUS, Dell, Dynabook, HP, JP-1K, Lenovo, and 14w • Device features may include Windows Ink, voice assistance support, touchscreen support, precision touchpads, digital pen support, mobile broadband, and Windows Hello for biometric device access. • (Not all features are available on every model.) |
| 36. | <p>Licensing</p> | <p>Say There are multiple licensing options for educational institutions, and you'll want to get familiar with them, so you can offer the best choice to your customers. We'll link to some additional resources that you can use to explore all the details.</p> <p>Do We've included detailed slides about Microsoft for Education licensing options in this section. Use this complete section for a deep dive on licensing. If you are teaching a full course, you might want to hide slides 41 and 42, so you have enough time for each section.</p> <p>More information http://Microsoft-Modern-Work-Plan-Comparison-Education_11-2021.pdf (azureedge.net)</p> |
| 37. | <p>Low-cost Windows 11 devices priced for your education customers</p> | <p>Say Educational institutions are extremely price-sensitive, and we offer two main ways for education customers to access affordable devices.</p> <p>We've been running our signature Shape the Future Program for many years, to offer significant discounts to K-12 educational institutions for their Windows licenses.</p> <p>To get this discount, your customers need to apply for a letter of eligibility to show they qualify as educators. It's a simple process on our dedicated website, and something that you can help with.</p> |

| Number | Title | Talking points |
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| | | <p>An exciting new offering this year, is our collection of low-cost, cloud-based Windows 11 SE devices. These are the first computers that are purpose-built for education, and we developed them with the guidance of teachers and educational IT administrators.</p> <p>Buying Windows 11 SE devices is simple. Each device comes at one low price, and there are no letters of eligibility, volume discounts, or regional differences.</p> |
| 38. | <p>Adding Microsoft 365 delivers Microsoft's complete education solution</p> | <p>Say</p> <p>In addition to devices, we offer multiple licensing options to bring the benefits of the complete Microsoft 365 for Education solution to school systems around the world.</p> <p>You may already be familiar with our A3 license and our original, legacy A1 license.</p> <p>Today, we're going to focus on our updated device-based A1 license, because it's an exciting new offering, and it delivers great value for customers. It's important to note that A1 is designed specifically for customers who are using a 1:1 model (which assigns a dedicated computer to each student.)</p> <p>Schools that use shared computer carts or are supplying communal spaces (such as computer labs or libraries) are better off exploring an A3 license, which charges for each user, rather than for each device.</p> <p>Additionally, schools with high teacher to student ratios might get better value from pursuing an A3 license.</p> <p>More Information Free Microsoft 365 Education - Microsoft Education</p> |
| 39. | <p>Introducing A1: A license designed for education</p> | <p>Say</p> <p>So now let's review this newly updated A1 license! For the low price of \$38 per device, customers get enormous benefits over multiple years.</p> <p>Each license includes:</p> <ul style="list-style-type: none"> • Intune for Education for cloud-based device management • Microsoft 365 desktop apps, like Microsoft Word, Excel, PowerPoint, and OneNote • Microsoft Teams • Minecraft Education Edition |

| Number | Title | Talking points |
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| 40. | A1: A license designed for education | <p>Say As you can see, this is a simple, cost-effective way to lock in Microsoft 365 for up to 6 years at just \$38 per device.</p> <p>Some additional benefits to call out include a comprehensive suite of accessibility and inclusivity features that are built into Windows 11 and Windows 11 SE and work across all Microsoft apps and the Microsoft Edge web browser. For example, students can use Voice Typing to jot notes or Immersive Reader to support reading skills. With non-Windows devices, schools often need to buy third-party assistive technology for students who need extra supports.</p> <p>An important benefit of Intune for Education is that schools can manage both Windows and iOS devices as well as users and thousands of other apps from a single cloud dashboard.</p> <p>And since we all know how overworked teachers can be, we've included a robust series of courses and professional development offerings to help teachers and administrators get the most from their technology purchase.</p> |
| 41. | Comparing Microsoft 365 for Education licensing options with Chrome Education | <p>Say Here we see a comparison of our new and improved A1 license with our older, legacy A1 offering. The newer version of the license offers offline as well as online versions of our Microsoft Office tools as well as Minecraft Education Edition, all for the same management cost of a Google Chromebook.</p> <p>Do Hide this slide if you are teaching this entire curriculum in one class.</p> |
| 42. | Microsoft 365 for education offerings | <p>Say Here's more detail on the various licensing options, including the A1 and A3 choices.</p> <p>Do If time allows or you are teaching a module on licensing, ask participants to discuss their experiences with these different licensing options and which ones are best suited for which customers.</p> <p>Refer students to the Transform tool to help show value of the Microsoft Education solution to customers. Details available at: Transform (microsoft.com)</p> |
| 43. | Solution summary | <p>Say</p> |

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| | | Let's do a quick review of Microsoft's comprehensive solution for education. |
| 44. | A unified experience for greater value | <p>Say It's an agile, holistic, and interoperable technology ecosystem-- one unified platform of applications and learning tools that light up core education activities—including collaboration, communication, content creation, and creative and critical thinking exercises.</p> <p>Within this platform, Microsoft Teams serves as the consistent touchpoint for students to access their learning materials, classmates, instructors, and institutions all from one centralized location.</p> <p>The learning tools built into Teams and across Microsoft's Office apps make it possible for learners of all ability levels to participate and thrive. We provide many devices for education that all come with built-in accessibility tools.</p> |
| 45. | A unified experience for greater value - Continued | <p>Say These devices cover a broad spectrum of models and prices to fit with just about any school's budget, curriculum plans, and overall needs for students and teachers.</p> <p>Finally, our services like Azure Active Directory and SharePoint serve as the core programs that keep a school ecosystem organized, secure, and easily managed. These applications make sure everyone has an identity while protecting privacy, protecting against unwanted bad actors, activating email and storage accounts, and allowing devices to be managed with ease, via the cloud.</p> |
| 46. | Connect with your customers | <p>Say Now that we know the key value proposition and benefits for education of Windows 11 and Microsoft's education solutions, let's talk about how to engage and excite your customers. Really, it's all about making an authentic connection with them.</p> <p>Do This section can be taught as a standalone 15-minute module to help partners hone their sales skills. Or you can extend the module by making it more interactive. For example, consider having participants pair up or break into small groups to practice role-playing scenarios with suggested conversation starters for the four</p> |

| Number | Title | Talking points |
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| | | <p>main steps of the sales process (the 4Es). If you want to conduct a series of five-minute sessions, focus on one topic at a time.</p> |
| 47. | <p>Energize the sales cycle with the 4Es</p> | <p>Say We call the four main steps of the sales process “the 4Es” so they’re easy to remember. The 4Es are:</p> <ul style="list-style-type: none"> • Engage • Explore • Excite • Empower |
| 48. | <p>E1: Engage</p> | <p>Say The sales process hinges on connecting with your customer and taking them on a journey. The best way to begin is by asking simple starter questions. The questions don’t have to be complicated. Simply starting with “Tell me about your school system” is a great way to get someone talking so that you can learn more about them.</p> <p>For example, you might find that one school is particularly concerned about cost and another more concerned about helping students stay engaged during hybrid learning. Or maybe you’re talking to an IT administrator who’s thinking more about student security or managing devices for online learners.</p> <p>Be sure to listen carefully for clues that will provide insight into your customer’s technology wants and needs. This will help you tailor the rest of your approach. If this is a repeat customer, you’ll want to remind yourself about past orders and your key contacts.</p> <p>We’ve included some starter questions here, such as:</p> <ul style="list-style-type: none"> • What makes your school system unique? • Describe your student body and teaching staff. • How have you helped students get personalized devices for school? • Could you talk a bit about your budget? Do you have ample funding for your IT needs? <p>Do Ask participants: “What questions have you found to be the best conversation starters with your customers?”</p> |
| 49. | <p>E2: Explore</p> | <p>Say Now that you know something about your customer, explore more about them by asking leading questions related to their main concerns. Be sure to listen carefully, and then probe into areas that</p> |

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| | | <p>seem challenging for them. You'll be most successful when you get your customers to consider their trouble spots and then offer products that best solve their problems.</p> <p>Here are some examples of leading questions:</p> <ul style="list-style-type: none"> • What stories have you heard about students having trouble accessing online classes or their work? • What concerns do you have about safeguarding student data, especially in remote or hybrid learning environments? • How did you keep students and instructors connected when they had to learn remotely? • What was it like to deploy and manage devices for remote learning? • How well can you handle special learning needs and styles in your classrooms? Have you added 3rd-party software? <p>Do</p> <p>As part of the discussion, ask if participants have used these or other questions and found them successful in the past.</p> |
| 50. | E3: Excite | <p>Say</p> <p>When you're describing complex technology, it's sometimes best to show, not tell—especially when you're talking to less technical administrators and school leaders. Plus, it's always a good strategy to wow a customer with amazing tech. Plan to have a few demos or short videos cued up so you can access them quickly. Be sure that your demos or short videos match your customer's main educational needs.</p> <p>Remember the core messaging pillars and education benefits to help guide your conversation with the customer:</p> <ul style="list-style-type: none"> • Education experiences designed for all: Deliver high-quality learning tools for students of all abilities, at school or online. • Simple to deploy, manage, and secure: Safeguard students, teachers, and schools from cyberthreats, no matter where they are. • Optimized performance for low-cost devices: Gain performance on affordable devices that are built for education. <p>Do</p> <p>Prepare yourself with some preloaded demos or short videos. Some can be too long, so plan ahead and pick ones that fit the time you have.</p> |

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| | | <p>Note We've added links to find demos for education customers at the end of this presentation.</p> |
| 51. | E4: Empower | <p>Say So, how can you help customers choose the right solution for their unique school system? Once you've learned as much as possible about your customer and have had a chance to assess their situation, you can start pitching Microsoft for Education solutions that best meet their needs.</p> <p>First, propose the key capabilities and features they need most. Then, illustrate how these new capabilities address your customer's specific needs. Finally, reinforce the general benefits of Windows 11 and Microsoft's comprehensive education solution.</p> <p>Help your customers choose the right match for their requirements using these strategies:</p> <ul style="list-style-type: none"> • Build conversation around the features and benefits of the complete Microsoft for education solution that best address your customer's requirements. • Reinforce the ease of hybrid learning as well as the ability for teachers to check on learning progress with Microsoft Teams. • Highlight the importance of supporting accessibility and equity in education. • Reinforce Microsoft's commitment to student privacy as well as chip-to-cloud protections. • Convey the simplicity of device management and deployment for busy IT departments, using Microsoft Intune for Education. |
| 52. | Targeting | <p>Say To drive device sales, we've identified four distinct categories of education customers we want to target and who are most likely to be receptive to our products:</p> <ul style="list-style-type: none"> • Customers who are already using Microsoft 365 and Intune-managed devices are excellent candidates for extending the Windows platform. In this scenario, a customer can simply use the credentials and configurations that are already in place. |

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| | | <ul style="list-style-type: none"> • Customers who use Microsoft 365 in the cloud but lack device-management capabilities. We want to sell them on the idea that our all-up education solution can modernize their approach and give them the control they need, with Intune for Education as their device manager. • Customers who have deployed mixed environments, with students using Chromebooks and instructors using Windows. This is an opportunity to sell the advantages of a unified operating system and let customers know that we offer PCs that are as affordable as Chromebooks. • Customers who use the Google platform because they believe it is low cost. For these customers, we want to emphasize that our complete Microsoft for Education platform offers more functionality and value compared to Google's. |
| 53. | Addressing customer concerns | <p>Say As you go through the customer journey, you're likely to hear concerns. Concerns are not necessarily a bad thing. They can be a sign that your customer is actively considering a purchase. You just need to successfully navigate any questions they may have.</p> <p>Do For longer training sessions, go through this section once and then have participants pair up or work in small groups to role-play the conversations. For five-minute sessions, focus on role-playing a single concern.</p> |
| 54. | Address concerns in four steps | <p>Say Handling concerns is about speaking to your customer's unique considerations. This process is built on four basic steps:</p> <ul style="list-style-type: none"> • Listen completely to your customer's "no" Don't interrupt. • Acknowledge their concerns and show you understand Repeat back in your own words. • Suggest a solution that meets their specific needs Make it a conversation, not a pitch. • Close by answering all concerns and asking for the sale Be direct, relevant, and kind. <p>This underlying strategy is a huge part of turning concerns into sales.</p> |
| 55. | Anticipate and address top concerns | <p>Say Let's talk about the top concerns customers might have when talking about upgrading their current learning approach.</p> |

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| | | <ul style="list-style-type: none"> • Cost. Price is the #1 concern for education customers, for good reason—they typically operate with tight budget constraints budgets.¹ • Fear of switching. Belief that it would be disruptive, costly, and difficult to switch to new technology. • Prefer competitor. Belief that a competitor’s product is a better value. • Confusion. Feeling unsure of what else to invest in. <p>Responses:</p> <ul style="list-style-type: none"> • Cost. Microsoft offers a wide range of devices that enable high-quality learning but at affordable prices to fit any budget. Starting at \$249, schools can get a great, rugged, and affordable Windows device. Windows 11 SE devices are specially priced for education. And “the Shape the Future Program” offers education discounts for non-SE computers. One more thing to consider: Windows devices don’t require purchase of additional third-party apps to add accessibility features, which conserves technology budgets down the road. • Switching. Microsoft’s education solution offers a complete, secure platform for learning, teaching, and work. Plus, we offer all the tools you need to set up, configure, deploy, and manage your devices, right out of the box. With tools like Intune for Education, you can set up and manage your school’s devices from nearly anywhere. Note that Intune is required for management of Windows 11 SE devices and this license is sold separately • Prefer competitor. Microsoft provides the most comprehensive approach to accessible learning, technology and tools, educator insights, and security for schools. Our priority is to enable the design of high-quality learning environments that are accessible and inclusive to all students—all on a secure platform you can trust. Microsoft devices are more inclusively designed than competitors’, with the ability to work offline. They also include more built-in accessibility features and educational tools that support student well-being and develop skills for future success. Plus, Microsoft offers a more comprehensive approach to security than our competitors, including transparent security and privacy policies to help keep your students safe, whether learning online or in person. • Confusion. Microsoft is a leader in hardware and software for education. Our sales experts can review your needs |

| Number | Title | Talking points |
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| | | <p>and challenges and can help you choose the tools that fit both your budget and unique requirements.</p> <p>Footnotes:</p> <ol style="list-style-type: none"> 1. Competitive Assessment Research Microsoft 2020 Education Customers |
| 56. | Course summary | <p>Say</p> <p>Before we wrap up the session, let's re-examine whether our initial objectives were achieved:</p> |
| 57. | Outcomes | <p>Say</p> <ul style="list-style-type: none"> • Recognize the needs of education customers • Identify new market opportunities • Discuss the benefits of Windows 11 and Windows 11 SE • Discuss the benefits of Microsoft's education solution • Understands the features and benefits of Windows 11 and Windows 11 SE devices • Explain key licensing options for Microsoft for Education offerings • Better connect with customers • Constructively address customer concerns <p>Do</p> <p>Use this as a way to collect participant input and knowledge retention. Get buy-in after each point to be sure participants understand. Make sure to customize points in this slide based on your session flow.</p> |
| 58. | Q&A | <p>Do</p> <p>Ask if anyone has questions. Pause and look around the room to encourage participants to speak up.</p> |
| 59. | What's next? | <p>Say</p> <p>To learn more about Windows 11, Windows 11 SE, and Microsoft's education solution, refer to the following links. We've also included a link to find education-focused demos.</p> |
| 60. | [logo slide] | <p>Say</p> <p>That's it for this session on Windows 11, Windows 11 SE, and Microsoft's K12 education solution. Thank you for your participation!</p> |
| 61. | CY22 Windows 11 SE for K-8 | N/A |

| Number | Title | Talking points |
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| 62. | CY22 Windows 11 Pro for higher education (1 of 2) | N/A |
| 63. | CY22 Windows 11 Pro for higher education (2 of 2) | N/A |
| 64. | CY22 Education collection for teacher & ITDM | |
| 65. | CY22 Education collection for higher education (1 of 2) | N/A |
| 66. | CY22 Education collection for higher education (2 of 2) | N/A |
| 67. | CY22 Windows 11 Pro for Education Japan K-12 | N/A |
| 68. | CY22 Windows 11 SE for Japan K-8 | N/A |
| 69. | CY22 Education collection for Japan teacher & ITDM | N/A |