

# Battlecard at-a-glance: Windows 11 for Education

This battlecard is intended to help SYNnex Canada sales teams and external resellers drive conversations around Windows 11 for Education

## Sales techniques

Match your customer's goals to Windows 11 capabilities and connect to common challenges for educators and students.

- **Enable better learning outcomes** for students of all abilities and learning styles with built-in accessibility features.
- **Empower educators** to create personalized learning experiences and focus on instruction, not troubleshooting.
- **Provide secure experiences** for students, teachers, and schools with enhanced privacy protection and security controls.
- **Simplify management and deployment** with hands-free setup and optimize device performance all year long with Intune for Education.
- **Maximize your IT budget** with affordable education devices built for both in-person and online learning.

## How to win

- Understand your customer's objectives and challenges with their current technology. Find out if they are using older versions of Windows.
- Build the conversation around the features and benefits of Windows 11 that best address your customer's pain points.
- Emphasize how Windows 11 provides built-in accessibility, secure experiences, and optimized performance at an affordable price.
- Elaborate on how blended learning is here to stay. Focus on how Windows 11 delivers high-quality digital learning experiences online and offline.

## Questions to ask customers

- Blended learning is becoming the norm for many schools. What are your plans for technology adoption?
- How old are your current digital tools and what technology are you using?
- Does your existing hardware and software enable you to offer modern technology experiences to students?
- What level of personalization do your existing tools provide? Is it enough to support the abilities and learning styles of every student?
- With privacy at the top of teachers' and parents' minds, what concerns do you have about security?
- As the educational landscape continues to shift towards blended learning, how are you supporting your students through this change?
- What are the most important skills you want to equip students with? Is your existing technology preparing your students with future-ready skills?

## What to avoid

- Do not openly critique your customer's existing technology or the capabilities of older editions of Windows.
- Rather than positioning Windows 11 as a way to adopt remote learning, show how it enables better learning in class and online.
- Do not lose focus on the specific needs of your customer. Emphasize how Windows 11 can help their educators, students, and administrators.

## Pitching points

### If your customer could benefit from

### Then you should say

#### Built-in accessibility

*"Windows 11 is the most inclusively designed Windows ever, with tools for every learner."*

With features such as voice typing, magnifier, colour filters, and real-time closed captions, you can meet the unique learning needs of every student. A simplified user experience also helps minimize distractions so students can navigate with ease.

#### Simplified management

*"Intune for Education makes it easy to set up, deploy, and manage devices."*

You can simplify management and deployment while optimizing device performance all year long with Intune for Education. Devices are kept up to date with the latest settings via the cloud to ensure learning is not disrupted.

#### Advanced security

*"Safeguard students and teachers wherever they are with enhanced privacy protection."*

Protect your school's data with powerful built-in always-on security that is instantly available. With Windows Defender Antivirus and Windows Defender SmartScreen, you can detect and block malware and defend students from unsafe web content and downloads.

#### Affordable devices

*"Windows 11 helps you maximize your IT budget."*

You can find a range of affordable education devices designed for both the classroom and online. Windows 11 allows you to provide technology access to more students with options to meet every budget.

#### Enhanced student engagement

*"Empower educators to create personalized learning experiences for students of all abilities and learning styles."*

Windows 11 is made for today's learners, and it is easier than ever for teachers to personalize learning for all abilities and preferences. The streamlined environment is designed to improve focus and provide an immersive learning experience.