



Main Objections and How to Handle Them

“We’re using another brand.”

Other brands are good for some things, but Surface offers designers much more.

- Direct access: Your team can access their data and programs remotely without having to launch a separate VPN.
- Compatibility: All your design apps and programs will continue to work with Surface. No need for additional software purchases or development.
- Run full applications: Your art students will no longer be hampered by incomplete versions of software. Surface allows them to run full-featured versions of the programs they rely on.

“Our students don’t want to carry a ton of devices around.”

With Surface Go or Pro, your Art and Design students and faculty will no longer juggle tablets, laptops, and other devices. They can use Surface in tablet mode or in laptop mode, and they’ll be able to do everything they need to do with one device.

“Our students need large interactive screens to do their work.”

Surface products offer large screens with touchscreen capability, making it easier for your students to draw and write directly on the screen with the Surface Pen. There is a Surface Solution for every situation. Support them in a classroom or on the go easily.

Selling Microsoft Surface to Art and Design Departments



Challenges

- Supplying their team with the proper technology to perform their unique job functions
- Designers need tools that allow them to translate their ideas easily and intuitively into 2D and 3D designs
- Keeping their team up to date on the status of multiple projects
- Need for remote learning



The Ideal Device

- Offers graphics cards
- Is durable and able to withstand a fall
- Can support the ability to do 3D sketching
- Is high-powered enough for computer-aided design
- Runs Photoshop
- Is AR/VI compliant
- Offers optional add-on accessories

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Recommended Devices



Surface Go 3

For a device that is super portable, can handle design software, and is Surface Pen compatible (sold separately), Art and Design students should consider the Surface Go 3. The Go 3 is an affordable device that still meets Microsoft's premium standards, and is lightweight.



Surface Pro 9

If students are looking for that tablet to-laptop functionality that the Go 3 has but with higher processing power, check out the Pro 9. Creatives love the larger screen, accessory compatibility, and overall adaptability of the Pro 9. The Pro 9 is the ideal 2-in-1 device with tablet flexibility and laptop performance.



Surface Studio 2+

Art & Design students love the striking 28" PixelSense® touchscreen display and the Zero Gravity Hinge gives them the perfect angle for their work. The Studio 2+ also has brilliant color and graphics with a powerful 11th Gen Intel® Core™ i7 11370H processor.



Upsell Opportunities

Designers will like to use the Surface Pen with apps like Adobe Photoshop, plus, the programmable shortcuts on the Surface Dial will provide them with a more interactive way to create.

