





AUTODESK STUDENT EDGE

Easier than ever! No paperwork.
Students only need to provide their IDs.
This guide provides you with step-by-step activities, making it easier than ever for you to promote and sell Autodesk Student Edge.

Get to know the products: AutoCAD®, AutoCAD LT®, Autodesk® Architectural Desktop, and Autodesk Inventor® Professional. Note: All these products are fully functional and the same software that professionals use.

1. This guide contains key information to help you become more knowledgeable:

- Quick reference cards that include product descriptions, target customer profiles, selling points, and system requirements.
- A one-page faculty product description sheet with brief descriptions of AutoCAD, AutoCAD LT, Autodesk Architectural Desktop, and Autodesk Inventor.
- FAQ sheets that include information about purchase requirements, support options, and more.

2. Identify your customers and their software needs:

- Design and drafting students:
AutoCAD, AutoCAD LT, Autodesk Inventor Professional
- Engineering students (such as mechanical, manufacturing, civil, and electrical/computer):
AutoCAD, Autodesk Inventor Professional
- Architecture students:
AutoCAD, Autodesk Architectural Desktop

3. Let the departments on your campus know about the Autodesk Student Edge software available at your bookstore. Photocopy the one-page product description sheet and share it with faculty and staff members.

4. Get the word out to students!

- Place posters in the store, classrooms, and common rooms.
- Posters—print and electronic versions—can be reproduced for an ad in college newspapers, on websites, and other locations. For electronic versions, go to www.autodesk.com/channel
- Place a shelf talker by textbooks to promote software purchases.

5. Keep this program alive throughout the year by using this binder as a reference guide in a handy place by your cash registers.

Marketing Action Guide