

STEP 1

- Hello! My name is _____, I'm calling from Kaspersky Lab.
- We've just launched cybersecurity solutions designed specifically for businesses that use cloud-based applications and services.
- Is it convenient for you to talk right now?

IF YES > GO TO STEP 2

IF NO:

- No problem – when would be a good time for me to call you?
- If you like, I can take your email address and forward you some information about our cloud security for you to consider in your own time?
- Have a good day etc.

STEP 2

- Great! Just to help choose the right solution for your business, I have a question for you:
- Does your business use Office 365?

IF YES > GO TO STEP 3

IF NO:

- Even if you're not using Office 365, every business has PCs, laptops, mobile devices and file servers to protect...And you can protect all of these from the cloud with Kaspersky Lab.
- With Kaspersky Endpoint Security Cloud, you can manage and control your security with the same ease of use, cost savings and convenience you get from those other services...
- Without the need for specialized training or buying new hardware.
- Pretty much anyone in your business could take care of all your security management needs in about 15 minutes... from PCs and laptops to file servers and mobile devices.
- And they can do this from anywhere with our cloud management console, using any connected device you choose.
- So you can reduce costs, hardware and management overheads.
- Without compromising on security – Kaspersky Lab is the world's most tested, most awarded security...
- No other vendor can match us for top rankings in independent tests – or participates in as many tests to prove our security.

NOW > GO TO STEP 4 TO FINISH THE CALL

STEP 3

INTRODUCING KASPERSKY SECURITY FOR OFFICE 365

- Did you know that the built-in security that comes with Office 365 isn't enough on its own to protect your business?
- Or that their premium security products costs extra?
- Kaspersky Security for Microsoft Office 365 is not only more cost effective than competing solutions, it provides the world's most tested, most awarded security as standard.
- Are you using the default security in Office 365?
- Despite their best efforts, Microsoft's built-in security doesn't have the backing of years of constant cyber-threats research to keep ahead of threats – cybersecurity isn't their core business.
- Kaspersky Security for Microsoft Office is based on 20 years of threat intelligence and analysis that enables us to detect and block even unknown threats....
- Maintaining up-to-the-minute threat databases is part of what we do...That's why we can deliver over 99% spam detection rate...
- And we can give you complete control over what happens to suspicious mail – it doesn't have to be automatically deleted or go missing to some obscure folder where it's hard for admins to find it... Something that can happen a lot with Microsoft's default security.

NOW > GO TO STEP 5 TO FINISH THE CALL

STEP 4

WHAT'S NEXT? WRAPPING UP THE CALL... FOR KES CLOUD

- In terms of budgeting – Kaspersky Endpoint Security Cloud is as easy to budget for as it is to set up and run – there are no hidden costs...
- We have pay-as-you-go and flexible monthly licensing options that make it easy for you to scale security directly in line with your business needs...
- Or if you like to know exactly what to expect, we have fixed annual licensing options as well....
- Why don't I send you a link for a free trial so you can see how easy it is? All you have to do to get started is register... and you'll get a fully functional trial for 30 days... If you decide to buy, there'll be nothing to set up, you just continue using your existing account....
- Then I can give you a call at the end of the trial and we can take it from there...

STEP 5

WHAT'S NEXT? WRAPPING UP THE CALL... FOR KS FOR OFFICE 365

- The best strategy for protecting Office 365 mail is making sure you detect and block threats before they become a problem.
- What makes Kaspersky Security for Microsoft Office 365 so effective is that it does this without slowing things down or deleting legitimate mail.
- It's really easy to use...a single management console for you to take care of everything.
- There's no need for additional hardware or training, no distributive to install.
- Why don't I send you a link for a free trial so you can see how easy it is? All you have to do to get started is register...
- Then I can give you a call at the end of the trial and we can take it from there...