



MSP Revenue Toolkit + Tangible Rollout Plan

Selling Dropsuite for Dummies: Start Here!

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Introduction:

Your clients are busy running their businesses. It's demanding, fast-paced, and sometimes chaotic. The last thing they need is to stress about whether their data is protected.

The reality? Data gets lost all the time—files are stolen, locked by ransomware, accidentally deleted, or even wiped by a disgruntled employee.

As an MSP, you need a solution that guarantees data security and quick recovery. That's where automatic cloud backup comes in. It's like insurance for critical business information—always running in the background, protecting data 24/7, and letting you restore files in just a few clicks.

- **Ransomware attack?** No problem. Restore all Microsoft 365 data instantly.
- **Rogue employee deletes emails?** Recover them in minutes.
- **CEO accidentally erases a SharePoint presentation?** Easy, it's been restored.
- **Facing a lawsuit?** A legal hold has been placed on all necessary email communications.



Ever receive a frantic client phone call asking for lost data to be restored? Most MSPs have. Delivering a quick solution for your clients is imperative. If you can't, word will get out and your business reputation could suffer.

MSPs must be armed with the right tools to do their job. Imagine asking a police officer to patrol the streets without a vest, or a mechanic to fix a car without a wrench. That would never happen. So how can MSPs protect their client's most valuable asset (data) without a backup solution? Without the right tools, you're leaving them (and yourself) exposed. The good news is that Dropsuite's automatic cloud backup protects both your clients and your business reputation.

Most businesses don't fully understand the risks to their Microsoft 365 data, and many don't see the value of backup until it's too late. Some hesitate to invest in a solution they *might* need down the road. Even when you provide clients with educational insights, many will still push back.

As an MSP, it's your role to help them see the bigger picture—preventing data loss is far easier and more cost-effective than recovering from a disaster. Automated cloud backup (and email archiving) can give you and your clients peace of mind that all data is safe.

To help you guide your clients through this process, we've outlined a tactical approach to increasing adoption of Dropsuite Cloud Backup and Archiving. We start out by auditing your customer base, educating your clients, then we soft sell the Dropsuite solution, and then we get more serious with a Declination of Backup Coverage addendum. Let's dive in.

🔭 Your Tactical Rollout Plan Outline

Step 1: Audit Your Customer Base

- Identify which customers currently lack:
 - Full Microsoft 365 or Google Workspace backup
 - Identity protection for Microsoft Entra settings
 - Comprehensive email and file archiving for compliance
- Prioritize customers in regulated industries (finance, healthcare, legal, education) or those with higher risk exposure.

Step 2: Educate Your Clients

- Use the provided **customer education toolkit**, **email templates** and **social media templates** to introduce the importance of backup, identity protection, and archiving.



- Offer short educational sessions (webinars highlighting topics from our **overcoming objections document/customer education toolkit** or quick calls with our **call scripts**) to explain why data protection is a modern business essential, not a luxury.

Step 3: Review and Assess

- Schedule short 15-minute calls to walk clients through a quick **data protection questionnaire** (provided in this kit).
- Identify any compliance gaps, retention needs, or protection blind spots.

Step 4: Propose Dropsuite Solutions

- Recommend Dropsuite's Backup, Archiving, and Entra protection services as the unified solution.
- Emphasize how Dropsuite's offerings meet backup, security, and compliance needs without complexity.

Step 5: Document Customer Decisions

- For clients who proceed, document their agreement and rollout timeline.
- For clients who decline, have them sign a Risk Acknowledgment Letter (**Declination Letter** included).

Step 6: Implementation and Reporting

- Deploy Dropsuite services.
- Use reporting tools to provide clients with regular backup and protection reports to show ongoing value.

Pro Tip:

Position backup and archiving services alongside Microsoft 365 licensing and onboarding discussions—not as an add-on, but as a critical part of full productivity and compliance.

Sales Assets Guide (found in the zip file):

Sales Assets: Customer Education Toolkit



- This editable, customer-facing document is designed to help MSPs walk clients through the key questions around backup and archiving: *What is it? Why do I need it? How does it work? and When should I act?*
- You can even turn it into a **landing page on your website**—making it a powerful evergreen asset for inbound interest, ongoing sales conversations, or educational campaigns.
- Use it as a leave-behind, a conversation guide, or a linked resource in proposals and onboarding emails. It simplifies technical topics, builds client trust, and reinforces your role as a proactive, security-first advisor. Add your logo, company name, and contact info to make it fully your own.

Asset Title: 1.Selling Dropsuite- Customer_Education_Toolkit.docx

Sales Assets: Emails

Email Templates Included:

- **Awareness Email:** Introduce the risks of data loss and the importance of cloud backup.
- **Urgency Email:** Share real-world consequences and explain why waiting is risky.
- **Final Notice Email:** Offer a last opportunity to sign up before requiring a declination form.
- **Declination Email:** Formally request a signed acknowledgment if they decline protection.

Asset Titles:

- 2.Selling Dropsuite - Email_1_Template_Awareness
- 3. Selling Dropsuite - Email_2_Template_Urgency
- 4. Selling Dropsuite - Email_3_Template_Final Notice
- 5. Selling Dropsuite - Email_4_Template_Declination

Sales Assets: Overcoming Objections Guide:

- Common pushbacks you'll hear—and how to respond with confidence.
- Focused on keeping the tone educational, not confrontational.

Asset Title: 6. Selling Dropsuite - Overcoming_Objections_Guide

Sales Assets: MSP Call Scripts



- Conversation starters and talking points for backup, Entra identity protection, and archiving.
- Easy-to-use scripts to build urgency without fear tactics.

Asset Title: 7. Selling Dropsuite - MSP_Call_Scripts

Sales Assets: Declination of Coverage Letter Template

- A formal Risk Acknowledgment Form for customers who decline Dropsuite protection.
- Helps protect your MSP business from liability if a customer refuses service.

Asset Title: 8. Selling Dropsuite - Declination_of_Coverage_Letter_Template

Sales Assets: Social Media Post Templates

- Short posts you can customize for LinkedIn, Facebook, or your newsletter.
- Designed to spark conversations and drive inbound interest.

Asset Title: 9. Selling Dropsuite - Social_Media_Post_Templates

Sales Assets: Data Protection Questionnaire Guide:

- A checklist MSPs can use over a call or email to guide data protection conversations.
- Helps identify compliance requirements, retention needs, and overall risk.

Asset Title: 10. Selling Dropsuite - Data_Protection_Questionnaire_Guide

Final Assembly and Usage Tips

This kit is designed to streamline your Dropsuite sales and rollout process. Here are a few final tips to get the most out of it:

Customize as Needed

- Add your branding and client-specific language to make the materials feel personal.



- Tailor the emails and social content to your vertical markets.

Leverage Throughout the Client Lifecycle

- Use the questionnaire during onboarding or QBRs to uncover needs.
- Refer to this kit when selling Microsoft 365 licenses, offering bundled services, or conducting compliance reviews.

Enable Your Team

- Review objection-handling responses and call scripts in team training.
- Align everyone on how and when to present Dropsuite during client conversations.

Stay Current

- Refresh templates and messaging each quarter to align with compliance trends like NIS2, GDPR, HIPAA, and more.

Final Thought: Helping clients protect their data protects your reputation too. Use this kit to lead confidently, deliver value consistently, and make data protection a standard part of every service conversation.

Revenue Opportunity with Dropsuite

Selling Dropsuite isn't just good for your clients—it's great for your bottom line.

Our flagship MSP partners have used Dropsuite to generate significant recurring revenue with minimal lift. Here's how:

Customer Education Results

A flagship Dropsuite partner ran an email campaign educating clients about Microsoft's Service Agreement Clause 6b. They offered Dropsuite as a backup solution and required non-buyers to sign an addendum declining backup coverage.

The result?

- **86 out of 88 clients adopted Dropsuite (97% adoption rate)**



- **2,279 seats protected**
- **\$2,051.10/month in recurring revenue**

All from a simple, scalable outreach effort.

Start with Archiving

Our Archiving SKU isn't just a compliance tool—it's a revenue driver. Many MSPs position archiving to regulated industries or clients looking to reduce risk. It's simple to deploy and easy to justify.

Add Entra Identity Backup

Dropsuite charges \$0.70 per seat for Entra. By packaging this into your service at \$1.00, you generate an additional \$0.30 per seat in margin.

Here's what just that Entra margin could look like:

- **2,279 seats @ \$0.30/seat** Entra margin
- That's **\$683.70/month** or **\$8,204.40/year** in pure net new Entra-related revenue only!

Upsell Potential

- Add 30¢/seat with a single conversation about Entra
- Layer archiving for long-term retention and compliance
- Offer the full suite (Backup + Entra + Archiving) as part of a bundled M365 service

Dropsuite gives you the margin flexibility and customer value to grow your MRR—and reinforce your reputation as a proactive, security-minded MSP.