



## Sales Discovery Script (Call Format for MSP Use)



*Use the following call script when reaching out to existing clients. The tone is consultative and aligned with the trust you've already built. Assume a working relationship is in place and the client expects you to be proactively managing and advising on data protection.*

**[Start the Call]** “Hi [Client Name], I wanted to check in briefly on your current data protection setup. We’ve been reviewing a few areas where we can further reduce risk across our client base, and I have a few quick questions to make sure we’ve got you fully covered. Sound good?”



**Q1: We’re currently managing your Microsoft 365 or Google Workspace—do you recall if your setup includes full backup and archiving?**

-  Yes → “Great. We want to make sure it still meets today’s standards for recovery speed, compliance, and scope. Are you satisfied with how fast and easy it is to restore lost data if needed?”
  - ➤ If no: “Let’s take a look together. We’ve been helping other clients upgrade to Dropsuite for better speed and retention flexibility.”
-  No / Not sure → “No problem—this is one of the things we’re reviewing proactively. Microsoft doesn’t include full, long-term backup by default, so we’ve partnered with Dropsuite to close that gap.”


**Q2: When’s the last time you had to restore a deleted file or email?**


-  Recently → “Got it. Was the process quick and stress-free—or did it require some extra digging?”
  - ➤ Reinforce: “With Dropsuite, we can restore deleted items in just a few clicks—even older or purged content.”
-  Never → “That’s great to hear. But we like to ensure you’re covered before a situation arises.”

**Q3: Do you serve clients or operate in any regulated industries like legal, healthcare, finance, education, or public sector?**



-  Yes → “You’ll want long-term archiving and legal hold capabilities. Dropsuite includes these by default.”
-  No → “Even for general business, compliance expectations are rising—so having retention and journaling in place is becoming best practice.”

**Q4: From your perspective, is long-term data retention important for legal, HR, or client recordkeeping purposes?**



-  Yes → “That’s exactly where Dropsuite shines—searchable archives, compliance, and fast recovery.”

-  No → “Understood. Just know that if that need ever arises, we can flip that capability on without disruption.”



**Q5: Would a misconfigured setting or loss of user access disrupt your team’s productivity?**

-  Yes → “Let’s consider adding Entra identity backup. It protects roles, permissions, and admin settings from accidental or malicious changes.”
-  No → “That’s good to hear. Still, it’s a useful layer of protection in case of unexpected outages or role changes.”

**Q6: Would a cyberattack, ransomware incident, or phishing scam have an operational or reputational impact on your business?**

-  Yes → “That’s exactly why we’ve added layered protections like automated backup, rapid restore, and immutable archiving with Dropsuite.”
-  No → “Understood. Our goal is to help you stay that way. These protections add resilience against threats that are getting more sophisticated every day.”

**Q7: EMEA SPECIFIC: Are you aware of how upcoming compliance changes like NIS2 or GDPR might affect your data protection policies?**

-  Yes → “Perfect—we’re aligned. Dropsuite supports key pillars like reporting, continuity, and secure recovery.”
-  No → “Happy to send you a short guide. Many clients are just starting to prep for NIS2 now.”

**[Close the Call]** “Thanks for walking through this with me. I’d recommend we do a quick review of your current coverage and compare it to Dropsuite so we can make sure you’re fully protected going forward. Does sometime next week work to go through that together?”