## **Entra Backup Campaign-in-a-Box Sales Enablement Quick Reference**

## **🔐 Sales Enablement Quick Reference: Why Entra Backup Matters**

### **📝 Description**

A one-page cheat sheet to help you explain—in plain language—why backing up identity and access settings is essential for business continuity, compliance, and client trust.

### **🎯 Purpose**

To help MSP sales teams quickly and confidently talk about Entra backup with both new prospects and existing clients. This positions you as a proactive, security-first advisor—not just another IT vendor.

### **💥 The Core Message**

**Microsoft doesn’t fully back up the access and login system behind Microsoft 365.**  
 If settings or users are deleted, there’s a 30-day recovery window—then it’s gone for good. One mistake, one cyberattack, or one misconfiguration can lock out your entire team.

Entra backup prevents that downtime and gives your clients peace of mind.

### **🧠 Why Clients Should Care (In Plain Terms)**

* **Access = Productivity** → No logins = No work
* **Microsoft Can’t Fix Everything** → After 30 days, access data is gone
* **Downtime Is Expensive** → Every hour offline costs time, money, and trust
* **Hackers Are Targeting Access** → Identity is now the first attack vector
* **Compliance Requires Recoverability** → Especially in regulated industries

### **🧩 How to Position It**

"This is a new layer of protection we’re offering—not for files, but for the system that controls logins and access. It helps you avoid lockouts, recover faster, and stay compliant."

### **🔧 Quick Talk Track**

“We’ve seen clients lose access due to accidental deletions or cyberattacks—and Microsoft doesn’t keep that data forever. This backup service protects that part of your system so your business stays online, no matter what.”

### **✅ Next Step CTA**

*“Let’s schedule a quick 15-minute review to make sure you’re protected.”*