



Kaspersky Endpoint Security Cloud

Sales Playbook

Straightforward protection for our customers' businesses – wherever they're heading.

Pursue the opportunity

SMB customers are always happy to avoid overheads associated with activities not directly related to revenue generation. Migrating IT to the cloud, adopting remote working and enabling mobile devices for work all helps cut costs and save resources. But keeping all this secure is a challenging task for a business with perhaps only a single IT professional and almost certainly a limited budget.

So our message to SMBs is – Kaspersky Endpoint Security Cloud provides a single solution for all your organization's IT security needs. Users can work safely on any device, at work or at home, from remote offices and in the field, while our cloud-based console means your security can be easily managed from anywhere, anytime.

And selling in Kaspersky Endpoint Security Cloud is just the start – be ready to offer additional services that will boost your customer's security while increasing your revenue and profits.

Communicate the idea

While any business is vulnerable to cybersecurity risks, smaller organizations sometimes neglect security because what's on offer looks too complicated for their current levels of expertise. We need to explain that security can be far easier and more agile than they've come to expect. This doesn't mean making any compromises in terms of performance or capabilities – with KES Cloud, customers benefit fully from our cutting edge technologies – but without any hassle or labour intensive tuning. Our aim here is to spark customer interest, with the support of the materials provided.

Find your approach

This playbook has been designed to help you reach out to businesses with 25-250 users, and to build their interest in Kaspersky Endpoint Security Cloud. Assets have been created to support you at different steps along way as you interact with SMB IT professionals, helping them to ensure their busy business owner or MD makes the right purchasing decision with Kaspersky.

You can win the competition and open doors to new opportunities, where EDR is a 'must have' and build strong customer relationships, helping them to raise their skills level with cybersecurity training.

Assets to fire up the conversation

We're dedicated to keeping our SMB customers safe from cyberthreats wherever they may be located and whatever IT challenges they face. Below are some thoughts and a short directory of assets designed to help you guide your customers towards a successful purchase.

1

Pre-trial

(start the conversation)

2

Trial

(demonstrate product value)

3

Post-trial

(decision-making: make it happen and upsell to upper tier)

Start the conversation

Main goal: showing customers why they should consider purchasing KES Cloud, and how they could benefit from its introduction.

Customer conversations:

- What if we told you there was a way you could guarantee your security, just using a web browser?
- Find out how to keep the business, and everyone in it, safe anywhere and everywhere – at the office, on the move and in the cloud.
- Kaspersky does cloud security differently – it's like having your own world-class IT Security Officer right there on-side.
- You can protect all the business's devices in minutes – with a single straightforward solution.
- What do you do to meet data regulation compliance? You can instantly run a scan to find personal data and credit cards in your MS Office 365 storage.

Assets for use as follow-ups:

1. Kaspersky Endpoint Security Cloud Intro – [video](#)
2. How to protect your company's devices in minutes: [video](#)
3. Product Datasheet: [link](#)
4. Feature list: [link](#)
5. Meeting GDPR compliance and data integrity: [link](#)
6. Tips and tricks for MSPs: [link](#)

Trial

Main goal: Making sure customers gain maximum value during the trial period, and explore all the cool features of KES Cloud.

Free 30-day trial at cloud.kaspersky.com

Customer conversations:

- How much time do you spend patching devices? We can automate this process for you.
- Do people in your office use external devices such as flash drives? See how you can take this under control to avoid a data breach.
- If your users ever work remotely, or in the field, you'll need a plan for securing data on lost or stolen devices.

Assets for use as follow-ups:

1. How to configure protective features – Patch Management, Encryption Management, Device Control and Web Control: [video](#)

Customer conversations:

- Your users have almost certainly been installing their own choice of software onto your system without consulting you.
- How can you fully secure your network, when you don't know what's running on it?
- Find out what cloud services are being run without your knowledge, and take back control.
- Trial Kaspersky Endpoint Security Cloud now for free – and see what you discover!

Assets for use as follow-ups:

2. How to discover and block Shadow IT in your office: [video](#)
3. Cloud Discovery datasheet: [link](#)
4. Data Discovery datasheet: [link](#)
5. Awake your cybersecurity analyst with EDR capabilities: [video](#)

Post-trial – closing the deal

Main goal: Closing the deal and – ideally – selling in the Plus and even the Pro tier.

Customer conversations:

- Choosing the right security will save the business time and money – and we can help you prove it.
- Help your MD to understand why upgrading your solution to protect against the latest threats makes sound financial sense.
- Your MD needs to know that choosing security built for agility frees up the business to grow safely, and unconstrained.
- We have the ammunition to ensure that your IT security recommendations are carried through.

Assets for use as follow-ups:

1. How to convince your boss to choose KES Cloud: sample [letter 1](#), [letter 2](#)
2. Competitive battlecard to see off the competition and win the deal: [link](#)
3. Upsell your customer to KES Cloud Plus and Pro: [link](#)

Appendix

Additional Resources for Kaspersky Endpoint Security Cloud

- Customer sales [presentation](#)
- Watch product demo: [video](#)
- Use the script for your demos (En): [link](#)
- Kaspersky Endpoint Security Cloud [online help](#)

Cyber Threats News: www.securelist.com
IT Security News: business.kaspersky.com
IT Security for SMB: kaspersky.com/business
IT Security for Enterprise: kaspersky.com/enterprise

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We are proven. We are independent. We are transparent. We are committed to building a safer world, where technology improves our lives. Which is why we secure it, so everyone everywhere has the endless opportunities it brings. Bring on cybersecurity for a safer tomorrow.

Know more at kaspersky.com/about/transparency



Proven.
Transparent.
Independent.