

# **Toolkit User Guide**

### The toolkit includes:

An end-user datasheet

Product battlecard

Branded and unbranded social templates with graphics

A branded and unbranded plain text email campaign

Opt out email templates

### **End-user datasheet**

The datasheet provides all the key features and benefits of the product to share with your customers.

This document is an editable PDF. The footer at the bottom has been left free for you to add in you own logo and company details before sharing with customers.



#### Quality products. Trusted advisors. True partnership.

#### WHO WE ARE

The channel is all about partnership and so are we. Building a community of partners, we have become trusted cybersecurity advisors and are committed to bringing the latest high-quality products to market Adding value is embedded in our values, we use our knowledge and expertise to bring our community together, creating opportunity and avenues to grow.

#### WHAT WE OFFER

We believe our knowledge is peerless, and our knowledge is available to our partners whenever they need Working together we drive towards growth and success with the latest cybersecurity solutions, resources, events and webinars.

where each vendor is rigorously tested to ensure it meets the demand and requirements of the market. This detailed process, and seal of approval gives our partners confidence in their offering and creates a trusting, relationship.

For each of our vendors, a dedicated product specialist is available to support our partners, from product demonstrations to technical advice and quidance.



### Product battlecard

This is a quick reference to help your sales team win customers. It contains tips on objection handling as well as comparisons with competitor products.

## Social templates

The social templates are designed as a series of 3 individual posts with supporting graphics. You have been provided with a branded set which highlights the vendor as well as an unbranded set that focuses on a particular security challenge.

There are prompts in the socials to amend and insert a link to your website/contact page.





# **Toolkit User Guide**



### **Email campaigns**

The toolkit includes an email campaign to help you generate leads for your business. These emails can fit into your inbound sales process. We strongly advise you to track engagement and try calling recipients who open the email.

## Plain text email campaign

The plain text campaign is a sequence of 3 emails which you can send out to prospects. Plain text emails are as the name describes – they are just text with no visual enhancements. These can be highly effective.

You have been provided with a branded option which highlights the vendor and unbranded option which focuses on just the security challenge. There are details to amend in the emails, including: names of who you're sending it to and who it is coming from.

If you don't have access to the name of the recipient(s), we would recommend replacing the greeting to 'Hi there.' Once you've edited the variables, you can copy the content into any email marketing platform.



## **Opt-out email**

Some partners choose to implement our vendors on an 'opt-out' basis, where customers are automatically enrolled and billed unless they actively choose to opt out. If you decide to use this approach, we have provided opt-out email templates to inform your clients accordingly.



