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**Continuous Security Awareness – Establish the Relationship**

 Call Script

Hi <prospect’s name>, this is <insert name here> with <insert company name here>. You’ve been utilizing our Employee Vulnerability Assessment for a few weeks now, and I wanted to touch base with you and dive into the overall security score for your organization as well as the ESS for your employees. It looks like your current score is [insert score] which is considered a [insert risk level – low, medium, or high] risk. I’d love to meet and discuss what contributed to your company’s [insert low, medium, or high] risk score and ensure you have all the appropriate safeguards to [if low risk- stay on the right track] [if medium or high risk - improve your security posture]. Are you free [date & time]?



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SRA Initial Email

**Subject Line**: How is EVA treating you?

Hi [First Name],

I hope you have been enjoying the perks of our Employee Vulnerability Assessment (EVA) and are finding the weekly Micro-Training videos and quizzes to be educational! I wanted to touch base with you and dive into the overall security score for your organization, as well as the Employee Secure Score (ESS) for your employees.

I see that your company’s current security score is [insert score], which is considered a [insert risk level – low, medium or high] risk.

[If low risk] Congratulations on having such a healthy security score!

[If medium risk or high risk] It concerns me to see your organization with a [Insert medium or high] security risk, however there is certainly opportunity to improve this score!

Looking at the ESS of your employees, I see that you have [insert number] high risk employees and [insert number] medium risk employees within your organization.

I’d love an opportunity to meet and discuss what contributed to your company’s [Insert low, medium, or high] risk score as well as your employees ESS’ and ensure you have all the appropriate safeguards to [if low risk- stay on the right track] [if medium or high risk - improve your security posture].

Remember, all it takes is one mistake to cause a data breach.

When we meet I will provide you with further details on which of your employees are posing high and medium risks to your organization, and help you determine how to assist them in improving their ESS.

Can we meet [insert date/time]?

Thank you,

[Email signature]