**Dark Web Prospecting – Get the Meeting**

Preparation



**Prepare for the campaign:**

* Access the portal with your Partner Admin login
* Create a new client for your prospect
  + Enter Company Name under Name
  + Scroll down and check the “DWBA” check box
  + Enter up to 3 different domains for your prospect
  + Click submit
* Find created client in client list, click view
* Under “Employee Vulnerability Assessment (EVA)” click the blue “Run DWBA” button
* Enter the approximate number of employees
* Click the checkbox “I have read and agree to the Terms of use”
* Click the blue arrow on the bottom right hand side to start the scan
* Once scan is complete, click okay on the pop-up box
* You will then be taken to their results where you can view fully redacted, partially redacted, or non-redacted passwords.
* Click the print symbol on the top right side to print your report!
* Fill in all [red boxes] with prospect-specific information!

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Call Script #1

Hi <prospect’s name>, this is <insert name here> from <insert company name here>, and we work with many companies in your <area, vertical, etc.>. Data breaches have become an epidemic, debilitating the small and medium-sized market. We continuously monitor the Dark Web looking for compromised credentials and personally identifiable information. I pride myself on helping businesses secure their assets by proactively preventing an incident. We did a dark web scan of your domain and found [# breached accounts] breached accounts, including compromised passwords. How does [date & time] sound to meet for a free consultation to go through this report with you and explain how you can minimize your risk?

**Tips:**

* Be confident
* ASK FOR THE MEETING – know your date and time and ASK
* Do research. Connect on LinkedIn, learn a tidbit about them and make it personal.





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Email #1

**Subject Line:** Your company data has been compromised

[First Name],

This is [Your Name] from [Your Company]. Having comprised data on the dark web is scary for any business, that’s why I want to help you take the next steps to ensure you don’t become another statistic and **help you better protect your business**.

As part of our cybersecurity service for our clients, we continuously monitor the Dark Web for stolen accounts, passwords and other sensitive information that cybercriminals can use to scam employees or breach a company’s network or data.

**Did you know that login credentials can be purchased for just $1.00 on the Dark Web?**

As a courtesy, I ran a Dark Web scan on your domain and **found** [# breached accounts] **breached accounts.** The **actual passwords** for [Two email addresses with breached password data available mentioned above] are readily available on the Dark Web, which is a *major* concern!

How does [Date and Time] sound for you to meet for a free consultation to go through this report with you and explain how you can minimize your risk?

[Email signature]

**Tips:**

* Do research. Connect on LinkedIn, learn a tidbit about them and make it personal.
* Vertical specific information helps to make emails more relevant to your audience.