

**Identify Security Gaps – Close the Deal**

Call Script

Hi <prospect’s name>, this is <insert name here> with <insert company name here>. I have finished conducting your Security Risk Assessment and I see that you have [insert number] high risks and [insert number] medium risks that were detected. Can we meet [date & time] to share the full report with you and discuss how we can lower these risks?



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Initial Email

**Subject Line**: Your Security Risk Assessment is Complete

Hi [First Name],

I have finished conducting your Security Risk Assessment. In reviewing the risk levels to your organization, I see that you have [insert number] high risks and [insert number] medium risks that were detected on your assessment.

I would like to schedule a meeting to come in and show you the complete report and explain what you can do to lower these risks.

**60% of small businesses go out of business within 6 months of suffering a cyberattack.**

I would be happy to show you how to prevent this from happening to your organization.

Can we meet [insert date/time]?

Thank you,

[Email signature]