

How to Pitch HRM to Different Buyer Personas

usecure HRM is designed for MSP delivery, reducing admin overhead while scaling efficiently across clients.

Use this guide to match your message to the stakeholder in front of you. The strongest HRM conversations lead with the buyer's outcome, not a generic product pitch.

Start with the right kinds of prospects

- Best-fit HRM buyers are SMBs that need stronger security awareness, risk management, and compliance support.
- Prioritise organisations that:
 - Struggle with security awareness or compliance
 - Need to meet cyber insurance or regulatory requirements
 - Want a fully managed security awareness solution from their MSP
- The most commercially attractive segments are growing SMBs with 50 to 500 users, regulated businesses, cyber-insurance-driven buyers, and MSP clients where HRM can be added into an existing managed stack.

Quick targeting matrix

SMB type	Typical pain point	Best HRM angle	Common examples
Growing SMBs (50-500 users)	No dedicated security team, growing cyber risk	Cost-effective, automated awareness and risk reduction	Tech startups, professional services, manufacturing
Regulated businesses	Audit pressure and ongoing compliance training	Simplify compliance tracking and evidence	Healthcare, finance, legal
Cyber insurance buyers	Need risk reduction and readiness evidence	Lower cyber risk and support insurance conversations	Any business with cyber cover
Existing managed clients	Need an easy add-on that supports MRR	HRM fits neatly into a managed security stack	IT services, managed security providers

The three core buyer personas

IT Managers at SMBs

What they care about	<ul style="list-style-type: none">• Reducing admin overhead• Improving visibility into user risk• Keeping awareness and policy workflows running without manual chasing
What they are dealing with	<ul style="list-style-type: none">• Limited time and resources• Difficulty enforcing security policies• Need for automation and clear reporting
How to position HRM	Lead with efficiency. Show how HRM automates training, policy management, and reporting so the IT team can improve security without adding another manual process.
Best plan fit	Core plan is the easiest starting point for IT-led buyers who want quick wins without complexity.

Suggested message lines

- HRM removes the manual work from security awareness, no more chasing users or tracking this in spreadsheets.
- You get clear visibility into which users pose the biggest risks without running manual audits.

Business Owners and Executives

What they care about	<ul style="list-style-type: none">• Reducing financial and reputational risk• Supporting cyber insurance and compliance readiness• Investing in security measures that clearly protect the business
What they are dealing with	<ul style="list-style-type: none">• Concern about cyber incidents and business disruption• Growing cyber insurance and compliance pressure• Need for measurable risk reduction
How to position HRM	Lead with risk reduction, resilience, and liability control. Do not open with training completion. Frame HRM as a strategic security layer that supports better business outcomes and reduces exposure created by human behaviour.
Best plan fit	An advanced plan fits best when the buyer needs stronger policy management, tailored phishing, or richer reporting.

Suggested message lines

- Most cyber incidents start with human error. HRM reduces that risk before it becomes a financial or reputational problem.
- It supports cyber insurance readiness and strengthens your compliance position while protecting trust in the business.

HR and Compliance Officers

What they care about	<ul style="list-style-type: none">• Employee engagement with training• Policy acknowledgment and audit readiness• Producing evidence without manual admin
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What they are dealing with	<ul style="list-style-type: none"> • Low training engagement • Difficulty tracking policy compliance • Reporting headaches during audits and reviews
How to position HRM	Lead with automation, consistency, and evidence. Show how HRM simplifies reminders, policy acknowledgment, and audit-ready reporting without relying on spreadsheets or manual follow-up.
Best plan fit	Advanced plan usually lands better where policy workflows, evidence, and tailored control are more important.

Suggested message lines

- HRM gives you a clear audit trail of who completed training and acknowledged policies, without manual tracking.
- You can pull audit-friendly reports quickly instead of relying on fragmented manual tracking.

How to use this guide in live sales conversations

- Identify which buyer type you are speaking to before the meeting starts.
- Tailor your opening around the buyer outcome that matters most: less admin for IT, lower risk for leadership, easier evidence for compliance.
- Do not lead with features. Lead with the business problem, then map HRM capabilities to that problem.
- Use Human Risk Reports, trials, and follow-up reporting to make the risk visible and move the conversation forward.

IT Managers <i>Less admin, more visibility</i>	Business Owners & Executives <i>Lower risk, stronger resilience</i>	HR & Compliance Officers <i>Easier evidence, smoother audits</i>
<p>“How are you currently tracking training and policy completion?”</p> <p>“How do you identify high-risk users today?”</p>	<p>“How confident are you in your current cyber risk posture?”</p> <p>“Have insurance or compliance requirements changed recently?”</p>	<p>“How do you prepare for audits today?”</p> <p>“How easy is it to produce evidence of policy acknowledgment?”</p>