

Outreach Call Script

Partner enablement asset for opening human risk conversations by phone

Use this script as a guide rather than a word-for-word script. The aim is to open a relevant conversation, uncover current dissatisfaction, and secure a follow-up call, demo, or Human Risk discussion.

Best used for

- Phone outreach to SMB prospects
- Re-engaging older leads
- Following up after a light email touch

Template

Opening

Hi *[First Name]*, this is *[Your Name]* from *[Your Company]*.

We help businesses reduce human cyber risk through a more proactive approach to security awareness, phishing simulations, and policy management.

Does information security or compliance sit under your responsibility at *[Company Name]*?

If yes

Great. I'm curious, what approach are you currently taking to security awareness training and phishing simulations for your staff?

Response path 1: We don't have time to chase staff for courses

I hear that a lot. Tracking completion and follow-up can be really time-consuming.

That is exactly why many MSPs use a more automated approach. Training can be assigned, tracked, and reminded automatically, with far less manual chasing, while giving you better visibility into who is engaging and where the risks are. Would you be open to seeing how that works in practice?

Response path 2: We don't really push anything out currently

No problem. A lot of businesses are in that position, especially when internal teams are stretched. The challenge is that staff still face phishing and other user-led risks every day. A managed HRM approach helps raise awareness without needing you to run everything manually. Would it be worth a short follow-up conversation to show what that could look like?

Response path 3: We already have a provider

That is useful to know. How has that experience been so far?

Have you had any issues with cost, engagement, reporting, or the amount of admin involved? And when does your current agreement come up for renewal?

Response path 4: We already do this ourselves

That is good to hear. How are you currently deciding when training is needed, and how do you track who is most at risk?

Many teams manage training internally at first, but find content delivery, follow-up, and reporting become time consuming. A managed approach can help reduce that workload while improving consistency. Would you be open to a quick conversation about that?

Close for interest

Great. The best next step would be a short demo or Human Risk conversation so we can show you how this works and whether it fits what you need. What does your availability look like next week?

Close for no current interest

No problem. I can send over a short overview for future reference and follow up another time if that is helpful.

Quick tips

- Keep the tone conversational
- Do not push for a full pitch on the first call
- Use the prospect's own pain points to guide the next step