

Add a security line in 30 days.

A week-by-week plan to go from "clients keep asking about security" to your first recurring security revenue, without building a SOC.

Who it's for

MSPs that run managed services but don't sell security yet, or only sell it ad hoc.

What you need

3 to 5 pilot clients and a few hours a week. Our ready-made packages, pricing and materials can do the rest.

What you end with

A packaged security offer, priced, with your first clients signed.

Week 1

Pick and prepare

Choose who to start with and get your team ready.

- ☐ **Pick 3 to 5 pilot clients.** Start with clients you have a strong relationship with, that handle sensitive data, or that have asked about security.
- ☐ **Name one owner** on your team for the security line.
- ☐ **Write down what each pilot client cares about:** compliance, cyber insurance, downtime, client trust.
- ☐ **Set a goal:** how many clients signed by day 30.

WITH EDAO

Your team works through onboarding and training in the Partner Hub, so they're ready to deliver before week 2.

Week 2

See where each client stands

Get real data before you talk about price.

- ☐ **Turn on visibility** for your pilot clients: network, devices, threats and exposure.
- ☐ **Get a baseline** for each client: what's at risk, and what you can't see yet.
- ☐ **List the top 3 gaps per client**, in plain business language.
- ☐ **Note the quick wins** you can fix right away to show value early.

WITH EDAO

ACE gives each client one risk score, flags blind spots, and builds a short prioritized fix list from all services at once.

Week 3

Package and price it

Build your own, or use ours. Your choice.

OPTION A · BUILD YOUR OWN

- ☐ **Build 3 tiers:** Essential (managed IT), Secure (+ cybersecurity), Complete (+ ongoing management).
- ☐ **Price monthly**, per client or per device, so it becomes recurring revenue.
- ☐ **Write one sentence per tier** on what the client gets and why it matters.

OPTION B · USE EDAO'S, READY TO GO

- ☐ **Pick from our package range:** tiers already defined and ready to sell.
- ☐ **Use our pricing model**, with a suggested MSRP, or adjust it to your market.
- ☐ **Take the sales materials** from the Partner Hub and start selling.

Mix and match: start with our packages and pricing, then make them your own as you grow. Either way, ACE shows which tier and add-ons fit each client, backed by their own data.

Week 4

Have the conversation

Show, don't pitch.

- ☐ **Book a short review** with each pilot client.
- ☐ **Show their own results:** the score, the top gaps, and what each one puts at risk.
- ☐ **Recommend one tier** and explain how you'd close the gaps.
- ☐ **Agree a start date** and the monthly report they'll receive.

WITH EDAO

Every client gets a branded one-page executive brief each month, so your value is visible long after the sale.

Where you are on day 30

A real offer

Packaged and priced tiers your team can sell.

First revenue

Pilot clients signed on a monthly plan.

A repeatable process

The same four steps for every other client.

Tips from the field

- **Lead with their data.** A client's own gaps sell better than any brochure.
- **Start small.** Three signed clients beat ten half-finished conversations.
- **Talk outcomes, not tools.** "Fewer surprises, proof every month" beats a feature list.
- **Make value visible.** A monthly report turns renewals into easy conversations.