

Free Microsoft 365 Security Audit Campaign

A Sales & Marketing Playbook
for MSPs

Selling managed Microsoft 365 security services doesn't have to be complicated. This resource provides a **ready-to-use campaign** designed to help MSPs open doors, start security conversations, and grow recurring revenue using a free Microsoft 365 Security Audit.

This campaign has been built around a **proven sales motion** used by MSPs to land new clients and expand services within existing accounts.

Who This Campaign Is For

This campaign is designed for:

- MSPs who want to grow managed security services revenue
- MSPs with clients or prospects using Microsoft 365
- Augmentt Partners
- MSPs interested in learning more about Augmentt

Whether you are already working with Augmentt or just getting started, this campaign gives you a clear, repeatable framework to generate security-focused conversations.

What's Included

- ✓ A free Microsoft 365 Threat Report offer to open conversations
- ✓ A structured outreach and follow-up process
- ✓ Ready-to-use email templates
- ✓ A sales presentation framework
- ✓ Guidance on how to pitch and close managed security services



Step 1

Get Access to Free Microsoft 365 Threat Reports

If you're not a current Augmentt customer, start by signing up for the freemium tier of Augmentt. This gives you access to Augmentt's free threat reports, which are the foundation of this campaign.

The entire sales motion depends on offering a **free Microsoft 365 Security Audit**.

Once signed up:

- ✓ Meet with the Augmentt team
- ✓ Get fully set up
- ✓ Learn how the threat reports work
- ✓ Ask as many questions as needed to feel confident using the reports to win new business

Our goal is to support your success; when you succeed, your customers will succeed too.

Click on the link below to access your free M365 security reports:
augmentt.com/m365-security-reports



Step 2

Understand the Sales Motion

Before reaching out to prospects, it's important to fully understand the sales motion behind this campaign. This step ensures you feel confident positioning the free Microsoft 365 Security Audit and smoothly guiding prospects toward a managed security conversation.

Watch this video by Augmentt Co-Founder & Chairman, Gavin Garbutt, for a complete walkthrough of the recommended approach:



<https://vimeo.com/1062519303>

In this video, you'll learn:

- ✓ How to identify clients & prospects for a security audit
- ✓ How to generate 3 powerful reports that sell your services
- ✓ How to present security findings to drive M365 hardening projects
- ✓ How to package and price your Managed Security Services for high margins
- ✓ How to scale technician efficiency & increase revenue per tech

Take the time to watch the video in full before moving on to outreach. A strong understanding of this step will significantly improve your confidence, consistency, and close rates throughout the rest of the campaign.

Step 3

Prospect Outreach & Email Campaign

Begin by calling your current prospects and offering them a free Microsoft 365 Threat Report that highlights vulnerabilities in their environment.

NOTE

The links in the emails below are intentionally blank. [Download this case study](#), host it yourself, and re-link it in each email.

[Click here for a Word doc with the emails](#)

Email 1 - Awareness

To

Subject Could your Microsoft 365 have hidden risks?

Hi [Name],

Many businesses assume their Microsoft 365 environment is secure—until a breach proves otherwise.

We're offering a free, personalized Microsoft 365 Threat Report to show you exactly where your risks are hiding. All it takes is a quick meeting to get started.

Want to see how this has helped other businesses? [Read how a real estate firm uncovered serious vulnerabilities —and avoided a costly breach.](#)

Then let's do the same for you.

[Schedule Your Quick Call Now]

Talk soon,
[Your Name]
[MSP Company]

     **SEND**

Email 2 – Value Demonstration—📎✕

To

Subject Your Microsoft 365 Security Snapshot (No Cost)

Hi [Name],

Cyber threats to small businesses have never been higher. The good news? We can help you quickly understand your current risk with a personalized Microsoft 365 Threat Report—at no cost to you.

Let's set up a quick chat to get started. You'll walk away knowing exactly where your security stands and what steps to take next.

Want proof it works? [See how a real estate firm uncovered hidden vulnerabilities and avoided a major security incident.](#)

[Book a Quick Chat Here]

Cheers,
[Your Name]
[MSP Company]

  

 

SEND

Email 3 – Urgency & Action—📎✕

To

Subject Let's tackle your Microsoft 365 risks—before it's too late

Hi [Name],

Every day without action leaves your Microsoft 365 environment open to unnecessary risk. But it doesn't have to be that way.

Let's connect briefly to generate your personalized Threat Report, pinpoint vulnerabilities, and build a simple plan to secure your business.

It worked for others; [see how one real estate firm discovered major misconfigurations and avoided a potential brief.](#)

Don't leave your security to chance.

[Schedule Your Meeting Now]

Looking forward to chatting,
[Your Name]
[MSP Company]

  

 

SEND

Step 4

Present the Microsoft 365 Security Findings

Use Augmentt's [Free Threat Report Deck](#) to present findings to your prospects via Zoom, in person, or by phone.

Important notes:

- ✓ Download the deck
- ✓ Add your own branding
- ✓ Edit the presentation to suit your services



[Download here](#)

Ideally, integrate the prospect as a tenant and run the audit **before** your first meeting. If that's not possible, run two meetings:

Meeting One:

- ✓ Microsoft 365 security overview
- ✓ Common risks
- ✓ Services you offer

Meeting Two:

- ✓ Present the audit findings
- ✓ Review vulnerabilities
- ✓ Pitch your managed security services

Be sure to send prospects the accompanying [infographic](#) to reinforce the risks and findings.



[Download here](#)

Step 5

Follow-Up & Close

After presenting the company's Microsoft 365 security vulnerabilities, follow up promptly by phone and email. At this point, the prospect clearly understands where their risks exist; your role is to help them take the next step.

In your follow-up conversations:

- ✓ Revisit the most alarming findings from the Threat Report
- ✓ Tie those findings back to the industry statistics highlighted in the sales deck and infographic
- ✓ Reinforce that these risks are common, serious, and solvable
- ✓ Clearly position your MSP as the partner who can remediate and manage these risks in an ongoing basis

This is the moment to shift the conversation from *"what's wrong"* to *"here's how we fix it."* Outline your managed security services as a proactive solution that not only addresses the current vulnerabilities, but also helps prevent future incidents.

Be clear about next steps:

- ✓ What issues will be resolved immediately
- ✓ What will be monitored and managed continuously
- ✓ How ongoing security management reduces risk, stress, and internal workload for the client

Remember, the audit creates urgency, but your services provide reassurance. Use that contrast to guide the prospect toward a confident buying decision.

**Get access to
your free
Microsoft 365
security threat
reports today**

augmentt.com/m365-security-reports