Microsoft

Prevent data leaks with Microsoft 365 Business Premium

Guidance

Use the talking points on the following pages to understand where your nonprofit customers are with security, so you can determine the best services and benefits to help them protect their organization from preventable data leaks.

Solution overview

Every organization is striving to increase security measures in a threat landscape that is increasingly sophisticated and constantly evolving. When most nonprofits feel they are struggling to retain control of their data, accidental data leaks are a threat that most organizations are particularly sensitive to.

Microsoft 365 Business Premium helps protect organization against data leaks with advanced security capabilities, including solutions that ensure their emails are always protected and best-in-class data loss prevention policies are in place. The integrated Microsoft 365 Business Premium security solution incorporates Windows 10 security capabilities, including the ability to enforce BitLocker device encryption on all Windows devices.

You have less than 3 seconds to capture your listener’s attention.

- Introduce yourself and ask if the customer has a few minutes to discuss the Microsoft 365 Business Premium solution for preventing data leaks.
- Ask if the customer has considered taking additional steps to secure their data, and if so, identify which solution pillar is most relevant/compelling to the customer.
- Begin questioning (open, probe, prove) with the solution pillar the customer identifies as top-of-mind.

Provide more secure email

OPEN

- How are your organization’s emails currently protected?
- How do your employees and volunteers back up and save their emails?

PROBE

- Has anyone at your organization accidentally shared confidential data?
- Has anyone at your organization ever opened an email from an online attacker?
- What is your organization’s policy on employees and volunteers sending to or from their personal email accounts?

PROVE

- Email archiving and preservation policies to help ensure data is properly retained with continuous back up.
- Information protection in Outlook enables you and your employees and volunteers to manage who has access to sensitive data in emails.
- Phishing email detections have increased 250% worldwide from January to December 2018.[1]

Enable advanced data protection

OPEN

- 58% of data breaches take place at small businesses.[2] How does your organization currently protect sensitive data?
- What is your policy on employees and volunteers using personal devices to connect to your network?

PROBE

- What if you could erase data on a lost or stolen device?
- Has anyone at your organization had sensitive data stolen from them?

PROVE

- Data loss prevention policies identify, monitor, and protect sensitive information, such as social security and credit card numbers.
- BitLocker device encryption on all Windows devices helps protect against data theft or exposure if a protected device is lost or stolen.
- Be able to wipe your business data on lost or stolen devices.

Secure your environment

OPEN

- What kind of antimalware software does your organization currently use?
- How familiar are you with the various types of cyberattacks that can threaten your organization’s security?

PROBE

- How do your staff ensure that their data is protected when accessing information from a personal computer?
- How do your employees and volunteers ensure that business data is protected when accessing information from a personal device?
- Do your staff know how to identify a dangerous link when they come across one?

PROVE

- Office 365 utilizes a number of standard antimalware engines to detect malicious content.
- Additionally, you can protect against data theft or exposure on lost or stolen devices with BitLocker.
- Protect mobile devices and apps with Intune mobile device and application management.

[1] Microsoft Security Intelligence Report Volume 24, February 28, 2019.
[2] 2019 Verizon Data Breach Investigations Report, 2019

Qualifying criteria

Budget

- Do you currently have budget to implement a Microsoft 365 Business Premium solution to protect against data leaks?
- Do you currently have budget to implement and maintain up-to-date security features at your organization?
- Be sure to inform the customer of the Microsoft 365 Business for Nonprofits offer of 10 free seats!

Authority

- Are you the ultimate decision maker for your organization's IT security features?
- If no, can you put me in contact with the person in your organization who has decision-making authority?

Need

Which of the security benefits does your organization need?

- Provide more secure email.
- Enable advanced data protection.
- Secure your environment.

Timeline

Do you plan to implement a solution in the next 3–6–12 months?

Next steps

- If the customer meets three of the four qualification criteria: Thank them for their time and offer to schedule a follow-up meeting, demo, or workshop.
- If the customer is interested, but not qualified: Thank them for their time and check back in 30 days. Send information to help them consider your solution.
- If the customer is not interested: Thank them for their time and update your CRM system appropriately.

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