

ASP Internal Sales Quick-Reference

Purpose: This **SMBsecure ASP INTERNAL** one-page guide helps ASP sales teams quickly identify, qualify, and position the **ComplianceSuite™** with the right customers.

Target Indicators	What to Listen For / Look For
Regulatory Pressure	POPIA questions, audits, concerns about handling personal data
Security Incidents	Phishing emails, ransomware concerns, lost or stolen devices
Low Security Maturity	No formal security stack, reactive IT support
Email & Data Risk	Sensitive data shared via email without encryption, no DMARC, misdirected email avoidance
Remote Work	Laptops used off-site, hybrid or work-from-home users

Ideal SME Profiles

- Medical and healthcare practices
- Legal and professional services firms, debt collection and Outsourced HR SPs
- Estate Agencies, property professionals and property management businesses
- Hospitality and travel businesses dealing with consumer data
- Any SMB processing personal or sensitive data

Quick Qualifying Questions

- Is your Information Officer registered?
- How do you currently protect sensitive data on laptops and PCs?
- What controls are in place to prevent phishing attacks?
- How confident are you in your POPIA compliance today?
- Do you encrypt sensitive emails (containing PII) sent to clients/consumers?

Positioning Statement

ComplianceSuite™ enables us to help SMEs by delivering managed encryption, secure email, MFA, phishing protection, and data protection / POPIA-aligned control — without enterprise security complexity, plus we provide compliance support with a toolkit, personal AI Assistant and policy templates. *For SA clients* includes a R1M cyber warranty for data breach, cyber extortion & BEC incidents.

Next Best Actions

- ✓ Position **ComplianceSuite™** as risk reduction & compliance enablement tool,**not just IT security**
- ✓ Offer a General Data Protection or POPIA readiness discussion or gap assessment
- ✓ Book a compliance-aligned discovery or demo
- ✓ Offer a FREE External Vulnerability Assessment