

Mailprotector Sales Playbook

Purpose – Equip Mailprotector sales professionals with a practical, relationship-driven guide that blends Dale Carnegie's timeless human-relations principles and the Sandler Selling System with Mailprotector's unique, Zero Trust value proposition.

1. Company Overview

Mission

Mailprotector exists **"to unleash email as the revolutionary communication tool it was meant to be"** so people can use their talents to move the world forward. Our zero-trust tools reset how MSPs think about email security by *questioning everything* so users don't have to. (mailprotector.com)

What We Do

We provide a consolidated, channel-only email security stack built on a Zero Trust foundation:

| Product | Core Benefit | Quick Sound-bite |
|----------------------------|---|--|
| Shield™ | Stops <i>all</i> unwanted mail and adds Heads-Up Display & X-Ray for instant, human-readable insights | "Nothing gets through until it proves it should." (mailprotector.com) |
| Bracket® Encryption | One-click, password-less encryption that works everywhere | "Painless email encryption—no apps, plugins, or passwords." (mailprotector.com) |
| CloudFilter™ | Platform-agnostic filtering that blocks spam, viruses & phishing for non-M365 tenants | "Stops the junk and lets the good email through." (mailprotector.com) |
| SecureStore™ | Unlimited cloud archiving with 20-minute deployment | "Hassle-free archiving with no storage or retention limits." (mailprotector.com) |
| Radar™ | Free email-security assessment that creates upsell momentum | "Generate a comprehensive email security report in minutes." (mailprotector.com) |

Ideal Customers (Personas)

1. **MSP Owner / Partner** – P&L-focused leader who wants to simplify stack, raise margins, and wow clients.
2. **Security-Minded CTO** – Needs provable zero-trust controls without heavy administration.
3. **IT Manager (SMB)** – Overwhelmed by *noise*; seeks calm inbox & easy compliance.

4. **MSP Account Executive** – Looks for differentiated solution to break through commoditized email-security market.

2. Value Propositions

- **Zero Trust Foundation** – Every email must *earn* its place, delivering the *strongest defense with the calmest inbox*. cite turn0file1
- **Adaptive AI** – Learns each user's patterns to catch emerging threats before they reach the inbox.
- **Deployment in 60 Seconds** – Works without MX changes, slashing onboarding friction. cite turn0file1
- **Single-Stack Simplicity** – Replace multiple SEG, encryption, and archiving tools with one partner.
- **Channel-Only Partner Model** – 20+-year focus on MSP success with margin protection and marketing enablement. (mailprotector.com)

3. Customer Benefits

| Challenge | How Mailprotector Helps |
|--|---|
| Growing email-borne threats & phishing | Zero Trust gate + adaptive AI block attacks at the edge and in the inbox. |
| Inbox noise reduces productivity | Shield bundles & HUD surface <i>only</i> safe, relevant mail, creating “the calmest inbox you’ve ever had.” cite turn0file1 |
| Compliance & discovery headaches | SecureStore provides unlimited, search-fast retention without hardware. |
| Stack bloat & thin margins for MSPs | Consolidated offerings cut vendor sprawl, licensing costs, and admin time. |

Case-in-Point: Net-Tech Consulting cut tool sprawl and *reclaimed focus* within three days of deploying Shield, giving back priceless time to the team. cite turn0file2

4. Sales Philosophy – Dale Carnegie × Sandler

- **Carnegie Core (Relationship)**
 - *Principle 2* – Give honest, sincere appreciation → Start every interaction by recognizing partner achievements or pain. cite turn0file4
 - *Principle 7* – Be a good listener → Use open questions to let the MSP talk 70 % of the time.
- **Sandler Core (Process)**
 - **Bonding & Rapport** – Mirror communication style; establish equal business stature.
 - **Up-Front Contract** – “Let’s spend 20 minutes: I’ll ask questions about your email challenges; you decide if Shield could be useful—fair?”
 - **Pain Discovery** – Drill with the Pain Funnel (“Tell me more... How long... Cost if unresolved?”).

- **Budget & Decision** – Confirm license counts, margin targets, and who signs.
- **Fulfillment & Post-Sell** – Map 60-second deployment plan; schedule QBR.

❖ **Blend:** Use Carnegie to *win hearts*, Sandler to *guide the journey*.

5. Modern Sales Pipeline Steps (2025)

| Stage | Key Actions | Tools & Content |
|---------------------------------|--|--|
| 1 Prospecting | Leverage LinkedIn + Radar reports to target MSPs with outdated SEG stacks. | Zero-Trust Email Security Guide (e-book) cite turn0file3 |
| 2 Rapport / Contract | Apply Dale Carnegie P1-P4; agree on agenda & next step. | 3-Slide Zero-Trust Primer |
| 3 Pain Discovery | Sandler Pain Funnel; quantify wasted admin hours, risk exposure. | Cost-of-Noise Calculator |
| 4 Teach / Reframe | Share insight: “Email’s trust problem” (Guide Ch. 1). | Visual: Trust Pyramid cite turn0file3 |
| 5 Solution Fit | Map Shield + CloudFilter + SecureStore to stated pains. | One-Sheets & 2-min demo |
| 6 Objection Handling | See Section 6. | Competitive battlecards |
| 7 Close & Next Steps | Gain verbal ‘yes’; lock deployment date; send docuSign. | 60-Second Deployment Checklist |
| 8 Post-Sale Expansion | QBR at 90 days; upsell Bracket or additional domains. | QBR Template, Case Studies |

6. Common Objections & Responses

| Objection | Dale Carnegie Response (Empathy) | Sandler Technique (Resolve) |
|--|---|---|
| “Zero Trust sounds complex.” | “I appreciate that complexity is a concern.” | Ask: “Can we explore what <i>complex</i> would look like for you?” → Demo 60-sec deploy. |
| “We already have Microsoft Defender.” | “That makes sense—Defender is popular.” | Pain-flip: “How often does spam make it through today?” Clarify gaps Shield patches (HUD visibility). |
| “Cost is higher than my current filter.” | “Managing budgets is critical—I’d feel the same.” | Quantify hidden labor costs & margin gains; ROI worksheet. |

| Objection | Dale Carnegie Response (Empathy) | Sandler Technique (Resolve) |
|---|---|--|
| "My clients won't understand Zero Trust." | "Explaining new concepts can be tough." | Share HUD/X-Ray screenshots; give partner marketing kit. |

7. Discovery Question Bank (Use Open, Layered Questions)

- *Impact*: "How does inbox noise affect ticket volumes each week?"
- *Risk*: "What would a single credential-phish cost a top client?"
- *Process*: "Walk me through your current allow-list workflow."
- *Personal Win*: "If that noise were gone, what would you do with the extra hours?"

8. Competitive Positioning

| Competitor | Weakness | Zero-Trust Edge |
|------------------------------------|---|---|
| Legacy Secure Email Gateways (SEG) | Trust-first, filter-second model; complex MX changes | Shield's trust-last model + 60-s deployment, HUD insights |
| Microsoft 365 Defender | Limited AI training across tenants; blind-spots in BEC | Adaptive, tenant-specific AI + X-Ray forensic view |
| Barracuda / Mimecast | High admin overhead; extra modules for encryption & archiving | Single license stack; Bracket & SecureStore included |

9. Social Proof & Case Studies

- **Net-Tech Consulting** – Consolidated multiple tools, cut email noise 20:1, freed team to focus on high-value work. [cite turn0file2](#)
- **Shield Awards** – Named *Channel Partner Choice* for Email Security 2025 (CRN). (mailprotector.com)

10. Resources & Enablement

- **Shield One-Sheet** – Fast feature reference. [cite turn0file1](#)
- **Zero-Trust Email Security Guide** – Deep-dive MSP education. [cite turn0file3](#)
- **Dale Carnegie 30 Principles Cheat Sheet** – Keep at your desk for every call. [cite turn0file4](#)
- **Modern Sales Pipeline e-Book** – Step-by-step tactics & AI prompts. [cite turn0file5](#)

11. Checklist – First 30 Days for New Reps

1. **Memorize the Mission & Zero-Trust Story** (p. 1).
 2. **Shadow 3 Discovery Calls** and note Carnegie principles used.
 3. **Demo Shield Deployment** in under 2 minutes.
 4. **Role-Play** Sandler Up-Front Contract with your manager.
 5. **Book 10 RADAR assessments** with target MSPs.
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Close with Confidence

"It gives you back your time—which is the most valuable thing any of us have." – Zachary Kinder, Net-Tech Consulting cite turn0file2

Remember: **Question everything... so your partners don't have to.**