cyberboxx™

/ CYBER SALES SCRIPT

Speaking Points for Your Client Calls

We are here to help our team of incredible BOXX Brokers. That's why we've put together a script to support you in selling cyber insurance and Cyberboxx™.

Before reaching out to your client, we recommend you take the following two steps:

1. Prepare a quote for your client in the BOXX Portal.

   This way, you can quote the price of Cyberboxx™ insurance + on the call.

2. Access the BOXX Tools page and download our 2-pager and other materials that explain the Cyberboxx™ difference.

   You can share these with your client via email once you've closed the sale.

Let's get started!

---

1 *Conversation starters*

Hi [Client Name],

Option A: Rise in cyber attacks. Trauma on your business could be huge.

We are letting all of our clients know about a recent surge of ransom attacks and digital crime over the last few months. It's now a serious concern. It's no longer just about stealing data, but stealing your money.

We've seen clients left without access to their core systems and even their phones for hours. The lucky ones just lost money, but for some, they've lost all of their client files or critical information. And many of them weren't prepared to cover the costs.

If the worst happens, I want to ensure you can respond and cover the costs of a cyber attack.

Option B: Regulatory risks. Regulators are punishing companies with lax security.

We are letting all of our clients know that we've seen an increase in the number of businesses under fire by the Canadian Data Privacy regulator, after they have had client data exposed. Or for some, even employee or purchase data.

Reporting data breaches is now mandatory. There's been a 600% increase in notifications since 2018 – and that's just in Ontario. If your data is compromised, you have to notify the regulator and that could lead to penalties or being sued.

If the worst happens to your business, how would you respond? Would you be able to cover the costs of a regulatory action and possible fines and damages?

---

② *Cyber insurance is a must have*

My clients have asked me how they can fix this with insurance. Insurance is just one step. I tend to recommend three steps:

1) Educating your employees on cyber security: Most attacks start in an employee's inbox. Educating them on cyber security will reduce your risk of them clicking on a malicious link or going to a bad webpage.

2) Ensuring basic cyber hygiene controls are in place: like password controls, patching out of date software, and routine data back-ups.

3) Having the insurance coverage to respond and recover from a cyber incident.

Your current policy doesn't cover you in the case of a cyber attack or a criminal act. Cyber insurance is a no-brainer.

---

③ *I can help you fix this*

I've done the math and it will only cost you $XXX per year for cyber insurance. And it could save you hundreds of thousands of dollars.

We're partnered with Toronto-based Insurer, BOXX Insurance, who has introduced a new product called Cyberboxx™ – it has comprehensive and affordable policies (underwritten by Lloyd's of London).

A perk is that Cyberboxx™ insurance includes unlimited access to their online employee training platform, BOXX Academy, for all of your employees. It's accredited and online. This ticks a huge box for you and will reduce your risk. Their cyber coverage will also protect you against:

- Rogue employees stealing or releasing data
- Phishing attacks
- Cyber ransom attacks, as well as
- Fines and penalties and any legal damages

The purchasing process is also fast and online.

Do you have 5 minutes to sign up?

Coverholder at LLOYD'S | BOXX INSURANCE

4 *Want to learn more?*

I will be sending you a short PowerPoint presentation that provides more information on the Cyberboxx™ features and membership plans.

You can also visit **www.boxxinsurance.com** to learn more.

For clients that want to increase their cyber security

Prompting questions:
Do you currently have a dedicated cyber security team?
How comfortable do you feel with your current security controls?
Do you have a data backup? How do you manage your data backup?

Cyberboxx™ also offers insurance+ membership packages that provide security services to thousands of Canadian businesses.

- 3-Star Membership will manage your security firewalls and stop threats before they happen with threat monitoring and cyber alerts (on your phone!). As part of that service, you have access to a managed security team, one which monitors your security and can be accessed 24/7/365. No need to hire extra staff.
- 4-Star Membership offers all of that PLUS data backup so you don't have to worry about whether data backups are available/secure.

I would recommend you consider adding one of these services to your existing I.T. team so that you are confident that you are cyber safe. Learn more at: https://youtu.be/lS1Ku8cDwWk.

To use in short elevator pitch:

Cyberboxx™ Elevator Pitch
Cyber attacks are becoming more sophisticated and the costs increasingly fatal. If the worst happens to your business, how would you respond? Would you be able to cover the costs of a hack? That's where Cyberboxx™ steps in.

How It Works: Cyberboxx™ provides your business with comprehensive cyber and data insurance coverage. In one affordable package, you also benefit from:

- Online and accredited cybersecurity training for all employees
- Options to boost your security with prevention services
- 24/7 security breach response team on speed-dial based in Canada

For coverage limits of $1 million, our average clients pay around $1 to $5k per year

The BOXX Academy 'Value'
Nearly all organizations rely on email to get all of their work done. This provides hackers with easy routes into your network, through tactics such as phishing and social engineering. Cyberboxx™ comes with free access to an accredited and online employee awareness training program, the BOXX Academy. Through BOXX Academy, employees can learn how to avoid email based scams that lead to hacks and the measures they need to take to respond to a cyber attack, if it does happen.