

## Your Cyber **Sales Script**

We are here to help our team of incredible BOXX Brokers. That is why we've put together speaking points to support you in selling Cyberboxx Home.

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

1. **Prepare a quote for your client in our BOXX Portal.** This way, you can quote the price of Cyberboxx insurance while on the call.
2. **Access our Toolbox and download our materials that help explain Cyberboxx.** You can share these with your client via email once you've closed the sale.

### ① Conversation Starters

Hi [Client Name],

**Option A: Protect Your Family from the Rising Threat of Cyber Attacks**

I wanted to bring to your attention a concerning rise in cyber attacks that we've observed over the past few months

These threats are becoming increasingly serious, and they can have a significant impact on individuals and families. Cyber criminals are no longer just targeting businesses—they are stealing personal information and money from everyday people like you. Some of our clients have faced situations where they couldn't access their devices for hours, lost important personal files, or had their finances compromised. Many were unprepared to handle the costs associated with these attacks.

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

**Option B: Did You Forget to Lock Your (Digital) Door?**

With the rise in cyber attacks targeting individuals and families, it's crucial to be prepared. Cyber insurance is the number one resource you need to respond to these threats and recover effectively. It ensures you have the necessary support and financial coverage if you face a cyber attack.

Don't wait until it's too late. Let's discuss how cyber insurance can protect you and your family.

Please reach out if you have any questions or need more information.



## 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 yourself and your family members on cyber security: Most attacks start online. Cyber security education will reduce the risk of someone in your household 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 Ensuring basic cyber hygiene controls are in place: like password controls, patching out of date software, and routine data back-ups.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 does not 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 a product called Cyberboxx Home, which has comprehensive and affordable policies for your household (underwritten by Lloyd's of London).

A perk is that Cyberboxx Home insurance includes the option of comprehensive online training platform, BOXX Academy, for all of your family members. It's accredited and online. This ticks a huge box for you and will reduce your risk.

Their cyber insurance also includes coverage for:

- Cyber extortion/bullying;
- Identity theft and restoration;
- IoT devices and systems recovery;
- Hacker damages, and more.

The purchasing process is also fast and online.

**Do you have five minutes to sign up?**

---

## ④ Want to Learn More?

I will be sending you some additional materials that provides more information on the Cyberboxx Home features and membership plans.

You can also visit [www.boxxinsurance.com](http://www.boxxinsurance.com) to learn more.

# For families that want to increase their cyber security

## Prompting questions:

- *Do you currently use any tools or services for online security?*
- *How secure do you feel with your current online safety measures?*
- *Do you have a backup plan for your important personal data?*

As your insurance provider, I recommend considering additional cyber security services to ensure your family's online safety. Taking these steps will help you feel confident and protected in the digital world.

Visit [www.b maxxinsurance.com](http://www.b maxxinsurance.com) to learn more.

---

## To use in short elevator pitch

### Cyberboxx Home Elevator Pitch

Cyber attacks are becoming more sophisticated and the costs are increasing steadily. If the worst happens to you or your family, how would you respond? Would you be able to cover the costs of a hack? That's where Cyberboxx Home steps in.

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

- Hackbusters incident response team to contain cyber incidents and re-secure your home network
- Equifax Credit and Identity Monitoring to stay ahead of, and protect against, identity theft hacks
- BOXX Academy - option to access our comprehensive online safety training platform

Visit [www.b maxxinsurance.com/products-services-cyber-insurance-home](http://www.b maxxinsurance.com/products-services-cyber-insurance-home) to learn more.

**Outsmarting  
Cyber Risk  
Together.**

**For more assistance please contact:**  
[conciierge@b maxxinsurance.com](mailto:conciierge@b maxxinsurance.com)