Infrastructure Protection and Workstation Assurance *Talk Track*

## *Use this jargon-free talk track to have clear conversations with your clients about why Infrastructure Protection and Workstation Assurance are non-negotiable for engaging your MSP.*

** MSP:** "Hi [Client's Name],

Our conversation today is all about keeping your IT systems running smoothly. That's our focus as your MSP. Ensuring your server and network equipment have sufficient coverage is integral to delivering uninterrupted service. That's why we require Infrastructure Protection and Workstation Assurance as non-negotiable for engaging our MSP."

** Client:** "What’s Infrastructure Protection?"

** MSP:** "Infrastructure Protection is a coverage framework that provides continuous protection for your server and network equipment. Instead of scrambling to fix an issue if a piece of critical hardware fails, with Infrastructure Protection, we will have fast access to replacement parts and support services for your systems."

"Think of it like having a spare tire in your trunk. It's going to save you time and money if you get a flat on the road — hours and dollars that you would otherwise spend towing it to an auto shop and paying for a replacement tire (if there is one available). That's what Infrastructure Protection provides for your key IT equipment."

** Client:** “What’s Workstation Assurance?”

** MSP:** “Workstation Assurance provides full replacement coverage for your workstation hardware, including accidental damage.

It gives us fast access to a replacement for your laptop or desktop computer hardware if it fails, which allows us to minimize downtime and operational loss.”

** Client:** "I've never had an issue with my IT equipment. How likely would I need to access this level of protection?"

** MSP:** "If you're very lucky, we'll never have to use it. But if disaster strikes, the cost difference between an emergency response versus a coverage protection response is typically in the thousands of dollars. Without Infrastructure Protection, it can take days, not hours, to find parts on devices that have lapsed warranty coverage. Does your organization have a contingency plan for that kind of downtime?"

** Client:** "I see your point. So what do I have to do on my end?”

** MSP:** "We’ll provide you with a hardware report that identifies the equipment that is covered under OEM warranties, and which ones have lapsed coverage and require Infrastructure Protection and Workstation Assurance coverage. Next step will be for us to send you quotes to protect these devices. Once you’ve approved the quotes, you won't get any surprise bills. With this coverage, your costs are included upfront when engaging our services."

** Client:** "OK, thanks for the explanation. I will take this back to my business partner. What if we decide we don't want coverage?"

** MSP:** "In that scenario, you would need to agree to our Risk Acknowledgement Form if you choose to engage our services, which would ensure that there are no unmet expectations if your critical infrastructure needs replacement or hardware support in the future. We value your business — let's keep the conversation going!"

** Client:** "I agree! I will get back to you shortly."