Name: [AMER-EN-OUTBOUND-SMB-WIC-CISO-Nurture](#)

Industry:
Persona: CISO/IT
Collections: FY25 AMER
Tags: 11/2024
Use Case: A/B test against [SDR Campaign: Small Business Nurture - Master Sequence](#) for Small/medium businesses. [Reference talking points in this doc](#)

{{first_name}}
{{account.name}}
{{today}}
{{sender.first_name}}
{{! Comment goes here }}
{{weekdays_from_now N}}

Step 1: Email

SL:

Hi {{first_name}},

My name is {{sender.first_name}}, I came across {{company_name}}'s page on LinkedIn as I work with many similar companies in the industry.

Through conversations with IT leaders in the small and medium business space, I've learned that before utilizing Okta, over 90% of my customers were still dependent on antivirus software and disparate logins — which are no longer sufficient against increasingly complex attacks.

How is {{account.name}} protecting against potential security breaches?

Warm regards,
{{sender.first_name}}

Step 2: Call task

Step 3: Email reply

Email 2

Hi {{first_name}},

Wanted to follow up here and provide more additional research I've found that's *specific* to small and medium-sized businesses.

My research shows that **80% of breaches involve compromised identities**. AI-driven attacks are becoming a serious challenge, and many IT teams are feeling the pressure to strengthen their defenses.

Have you considered implementing adaptive MFA to counter the rise of these threats?

-{{sender.first_name}}

Email 3:

{{first_name}}, what measures are you currently using to secure identities within your organization?

{{sender.first_name}}

Email 4 new thread

Subject: Proactive > Reactive
Hi {{first_name}}, is there an identity project on the horizon at {{account.name}}?

Did you know that 76% of businesses using **MFA** and **antivirus solutions** reported feeling more secure? Confidence rises to 84% when tools like **identity management** and **biometrics** are added.

Are you open to connecting next {{today}} at 10 am? I'll give you a call this afternoon to confirm.

Please let me know,
{{sender.first_name}}

Email 5:

{{first_name}} - Bumping this to the top of your inbox.

Have you considered the financial impact on your business if you experienced an identity threat? More than 70% of small and medium-sized businesses take action **after** a cyberattack occurs, which can result in severe financial and reputational damage.

Don't wait to invest in advanced security tools until after experiencing an attack. We can help you proactively protect your business with powerful tools like Adaptive MFA, Fast Pass, and Identity Threat Protection.

Thanks,
{{sender.first_name}}

Email 6:

{{first_name}},
It might be useful for you to see how Okta recently supported [Cribl](#) in achieving an 80% improvement in developer productivity when setting up authentication for new applications with zero downtime.

If you'd like to discuss your customer authentication and authorization roadmap at {{account.name}}, we can sync for 10 minutes {{#if is_monday}}this week{{/if}}{{#if is_tuesday}}this week{{/if}}{{#if is_wednesday}}tomorrow or Friday{{/if}}{{#if is_thursday}}tomorrow or next week{{/if}}{{#if is_friday}}next week{{/if}}{{#if is_weekend}}next week{{/if}}. I can bring in an identity engineer if that would help maximize our conversation.

If not, I'll check back in a few months.

Please let me know,
{{sender.first_name}}