



**Blumira**

## **Selling Blumira for MSPs**

From NFR to Standard Offering

Email [msp@blumira.com](mailto:msp@blumira.com) for any questions or additional Sales Help

# Step by Step Guide

## 01

### Know Your Number

Planning appropriately for hitting your goals

## 02

### Free Edition

Upload Customers into the Blumira Free Edition

## 03

### Email Campaign

Email templates to drive upgrades to Advanced Edition

## 04

### Gap Assessment

QBR Style slides to guide your sales process

## Resources

- [Planning Tool](#)
- [Account Upload Template](#)
- [Email campaign template](#)
- [Gap Assessment](#)
- [Critical Security Infographic](#)

# 01

## Know Your Number

### Tool Download

*How Many Customers do you need to buy  
Blumira to profitably manage the solution*

Blumira

# 02

## Free Edition

### Account Upload Template Download

*Start 3x (or more) the number of target customers you need on Blumira's Free Edition for M365*

Blumira

# 03

## Email Campaign

### Email Template Download

*Email campaign to prep the transition  
from Free to the Blumira Advanced Edition*

Blumira

# 04

## Gap Assessment

### Tool Download

*Use in your next QBR to help close the commitment and get their transition to the Advanced Edition scheduled*