defend-id

PARTNER QUICK START · 2026

Sell defend-id for business in one conversation.

What you are selling, who to call, what to ask, and how to ask for the decision.

WHAT YOU'RE SELLING

defend-id protects a small business and the people who work there, for one monthly subscription. The business gets vulnerability scanning, compliance tools, employee security training, vendor risk management, breach incident response and legal support. Every plan includes fully managed identity theft recovery for employees. Comprehensive adds identity monitoring, credit monitoring and $1,000,000 in identity theft reimbursement insurance for every employee.

THE 30-SECOND PITCH

> "When a small business has a data incident, or an employee's identity is stolen, someone has to deal with it. Without a plan, that's the owner or HR. defend-id gives you the tools to stay compliant, experts to call when an incident happens, and a dedicated Recovery Advocate who takes over the cleanup when an employee's identity is stolen. It starts at $99 a month, month to month, and you don't need an IT team to run it."

WHO TO CALL

- **Owners, office managers and HR leads** at small businesses
- **Best fit: under 100 employees**, with no dedicated IT, security or compliance staff
- Businesses that hold **customer or employee data** they are responsible for protecting
- Businesses with documentation requirements, such as **FERPA** (education) or **GLBA** (financial services)

SIX QUESTIONS THAT QUALIFY THE DEAL

1. Who handles IT, security and compliance for you today?
2. If you had a data incident tomorrow, like a lost laptop or a phished email, who would you call first?
3. Do you have written privacy and security policies? When were they last updated?
4. Do you track which vendors can access your customer or employee data?
5. If an employee's identity were stolen, who would help them fix it?
6. How many people are on payroll?

TWO PLANS AT A GLANCE

WHAT'S INCLUDED	BUSINESS ESSENTIALS	BUSINESS COMPREHENSIVE
defend-id core platform Vulnerability scanning, employee training, vendor management, compliance tools	✓	✓
Breach incident response Expert review of incidents and a clear response plan when action is required	✓	✓
SMB Legal Support Legal help for breach-related and general business issues	✓	✓
Employee identity fraud recovery Dedicated, certified Recovery Advocate, fully managed start to finish	✓	✓
Employee identity monitoring Dark web, SSN, criminal data and address change monitoring	Optional add-on*	✓
Employee credit management Annual 3-bureau credit report, credit monitoring and alerts, monthly score tracking	Optional add-on*	✓
Credential vault, lost document replacement, lost wallet protection	Optional add-on*	✓
$1,000,000 identity theft reimbursement insurance Per covered employee	Optional add-on*	✓
Price	**$99/month**	**$99/month + $5.99 per employee/month**

*Essentials add-on is employee-paid through payroll. Gold ($8.99/mo individual): 1-bureau credit monitoring and $25,000 insurance. Platinum ($10.99/mo individual): 3-bureau credit monitoring and $1,000,000 insurance.

WHICH PLAN TO LEAD WITH

Lead with Comprehensive when the owner wants every employee covered, with monitoring and insurance employer-paid.

Use Essentials when budget is the constraint. Every employee still gets recovery, and employees can add monitoring through payroll (Gold $8.99 or Platinum $10.99, individual).

Pricing is fixed. Partners don't have authority to change rates. Plans are month to month.

ASK FOR THE DECISION

1. **Plan:** "Do you want identity protection included for every employee, or offered as an option employees choose?"
2. **Headcount:** "How many employees should we set up?"
3. **Next step:** "Want me to send a proposal for your headcount, or get you set up today?"

Once they say yes, follow the **Close & Launch Checklist** and submit the group through the partner portal.

Notes for the conversation

- Lead with the problem: an incident with no plan, an employee left alone with an identity theft case. The feature list is reassurance once they are interested.
- Employee privacy is a selling point. Monitoring alerts go directly to the employee. Employers are not notified of individual identity events.