

# Trend Cyber Risk Assessment Follow-Up Guideline

Leverage a structured approach to your post-registration actions. Enhance your customers' experience and accelerate lead generation and business expansion opportunities.

## Next steps for partner action

### 1. Initiate a follow-up:

- Reach out to your registered customer/prospect
- Offer to guide them through the assessment process
- Address any questions they may have
- Utilize customer briefing resources available for both [Trend Vision One™](#) and [Small Business](#) versions

### 2. Schedule a feedback session:

- Plan a dedicated meeting to review the final assessment report with your customer/prospect
- Gain additional information on how to interpret the reports by utilizing [these presentation slides](#)

### 3. Leverage lead generation opportunities:

- Discuss cybersecurity solutions
- The final assessment report is a powerful tool to identify potential cybersecurity threats
- Use the Feedback Session to discuss suitable Trend Micro cybersecurity solutions that can enhance their security posture based on their assessment reports

### 4. Encourage the 30-day advanced trial:

#### (This step is for the Trend Vision One™ version only)

- Urge your customers to explore the 30-day advanced trial of Trend Vision One they are eligible to receive once registered for any assessment
- Ensure they experience the full suite of features, maximizing the benefits offered by Trend Vision One
- Promote Trend Vision One by leveraging this [channel marketing kit](#):
  - o Includes a complete customer presentation covering SecOps challenges addressed by Trend Vision One, Trend Service One™ (featuring Trend Micro™ Managed XDR), Trend Vision One™ – Zero Trust Secure Access (ZTSA), and additional components.
  - o It also includes our Trend Vision One solution brief, an email template providing customers with a complimentary access to download the Gartner® 2023 Magic Quadrant™ EPP report, and another email inviting customers and prospects to join the monthly Trend Vision One live demo series