



Exclaimer MSP Revenue Playbook

Standardize. Automate. Scale your Microsoft 365 stack.

Turn every mailbox into recurring revenue

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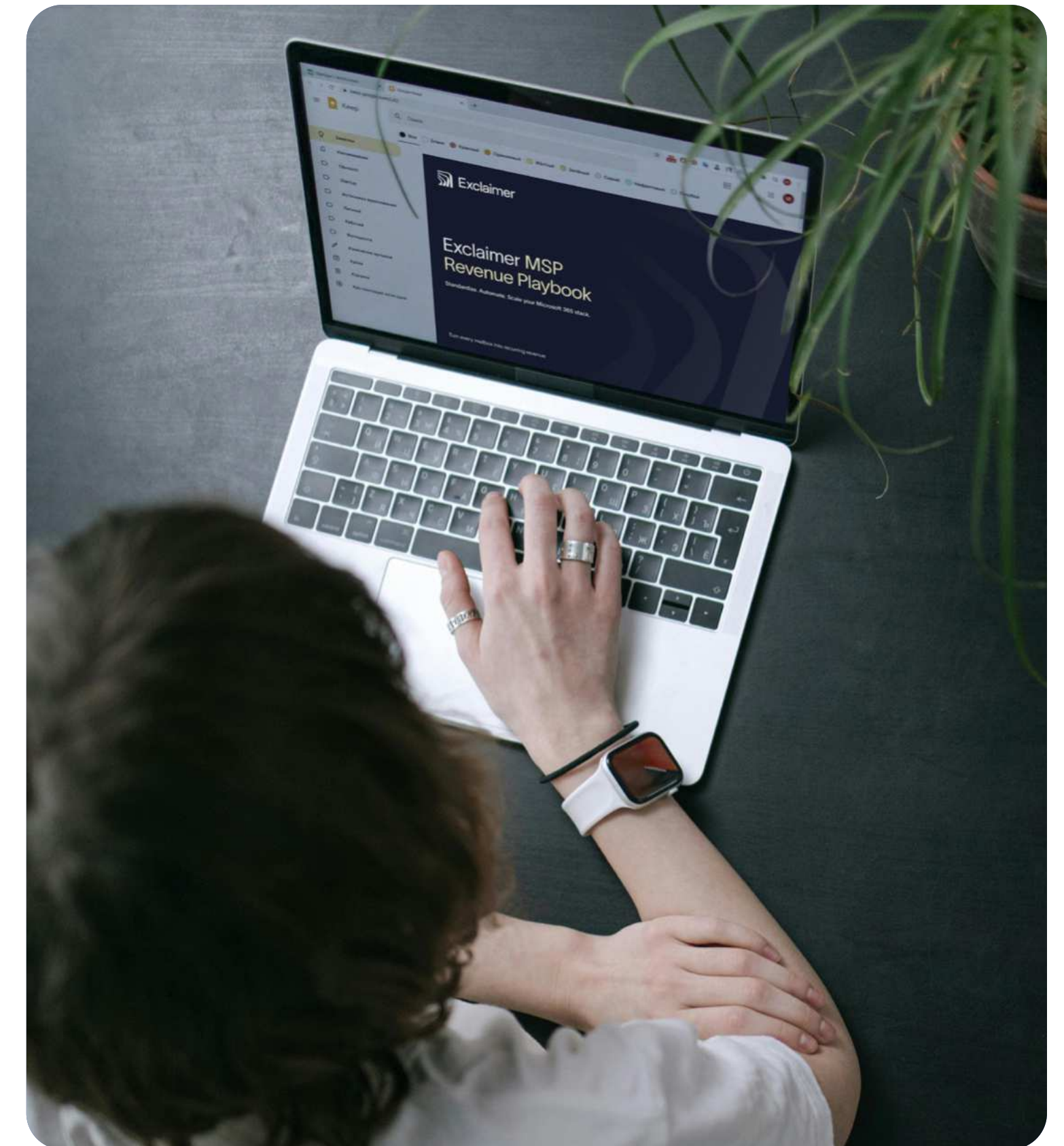
Who this playbook is for

This playbook is designed for Managed Service Providers (MSPs) selling and managing Microsoft 365 services.

It is intended for:

- MSP owners and directors
- Commercial and revenue leaders
- Sales and account management teams

If you are responsible for growing Microsoft 365 revenue, increasing attach rate, and standardising services across your customer base, this playbook is for you.



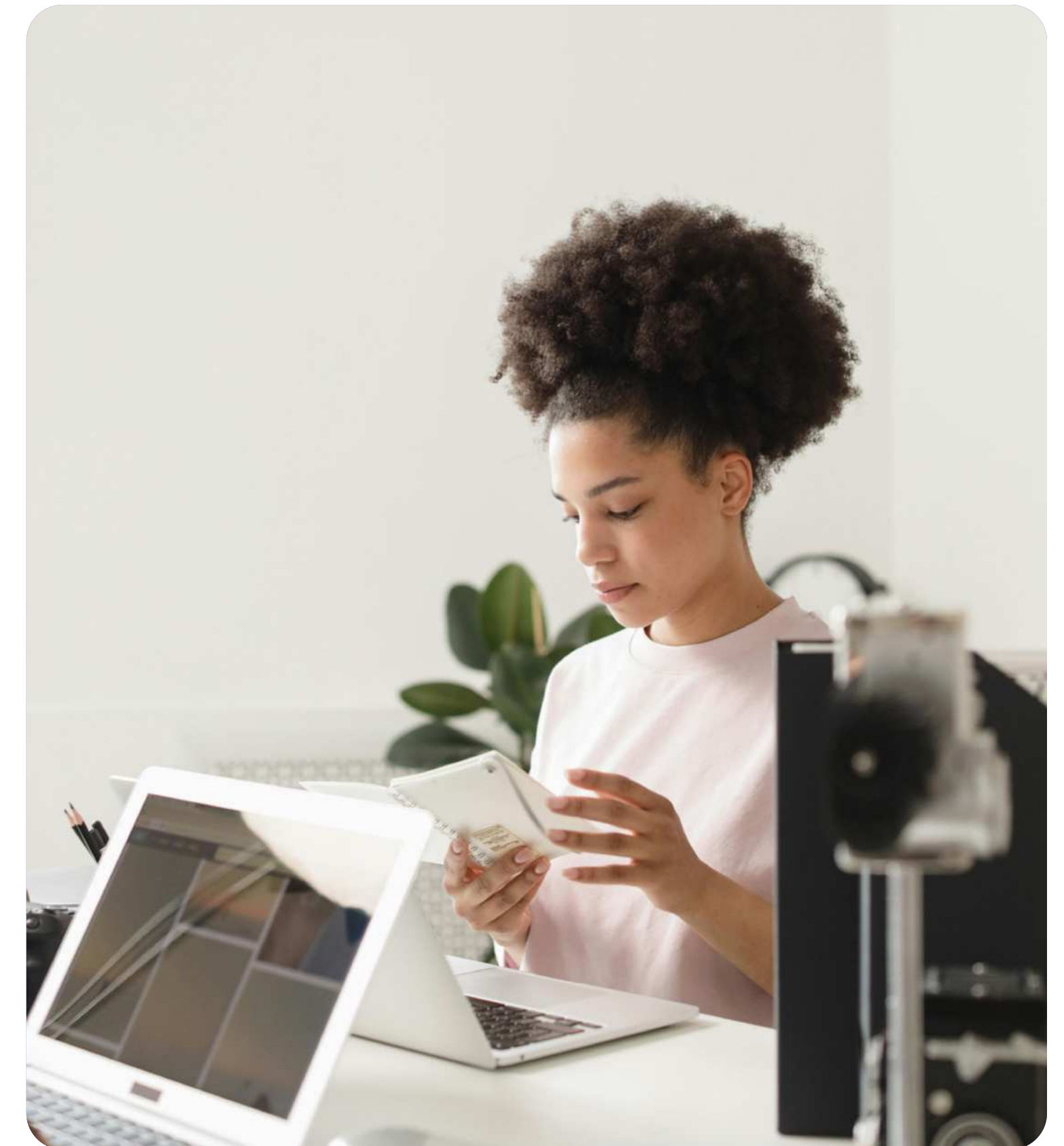
What this playbook is

This is a practical, step-by-step playbook designed to be executed.

It shows you how to:

- Generate pipeline from your existing customer base
- Position and sell Exclaimer quickly
- Deploy at scale across all tenants
- Standardise email signature management as a core Microsoft 365 service

This is not theory. It is a repeatable model designed to drive consistent MRR and reduce operational overhead.



Executive Summary

Strengthen your Microsoft 365 offering with standardised, value-added services

Modern MSP growth is driven by standardisation and attach rate — not one-off projects or complex upsells. High-performing providers embed low-friction services across their entire customer base to increase revenue, reduce operational overhead, and strengthen their Microsoft 365 offering.

What Exclaimer enables for you (the MSP)

- Increased stickiness of your Microsoft 365 offering
- Standardisation across all tenants and users
- Fast deployment with minimal operational overhead
- Reduced service desk workload through automation and centralised management

What Exclaimer enables for your customers

- Consistent email signatures across all users
- Centralised control of branding and disclaimers
- No reliance on end users to manage signatures
- Improved professionalism across a distributed workforce

Callout: Standardisation creates more scalable, higher-margin managed services.



The Opportunity

Turn every mailbox into a revenue opportunity

Email signatures are a critical part of business communication. They support brand consistency, legal disclaimers, and a professional standard across every employee interaction.

In many organisations, signatures are still managed inconsistently — creating risk, inefficiency, and unnecessary support overhead.

Standardising this across your customer base turns a fragmented task into a scalable, billable managed service.

Value for the MSP

- New per-user recurring revenue stream
- Higher attach rate across all tenants
- Reduced support tickets and manual updates
- Increased retention through deeper service integration

Value for your customers

- Consistent branding across all communications
- Centralised control and governance
- No manual updates or user dependency
- Reduced risk and improved compliance

Segments & Positioning

Tailor your approach by customer size and industry to maximise conversion.

SMB (10–50 users):

- Bundle as a standard, “set-and-forget” service
- Focus on simplicity and removing manual work
- Close in a single interaction

Commercial (50–250 users):

- Focus on control, consistency, and reducing support tickets
- Use demo-led approach
- Position as operational efficiency

Enterprise (250+ users):

- Focus on governance, policy control, and auditability
- Expect multiple stakeholders
- Position as part of broader IT and compliance strategy

Verticals:



Legal & Finance:
Compliance, disclaimers,
auditability



Healthcare:
Consistency across
distributed workforce



Professional Services:
Brand consistency in client
communications

[Problem → Solution](#)

Replace manual processes with policy-driven automation

Proof points to use:



Centralized control across all users



Consistent branding and disclaimers



No end-user dependency

[Case study](#)

Problem (use in discovery):

“Most organizations still manage email signatures at the user level or via scripts—creating inconsistency, governance risk, and service desk overhead.”

Action checklist:

“We standardize and automate email signatures across your Microsoft 365 environment—policy-driven, consistent, and zero manual effort.”

Maximising uptake and conversion

This approach is based on proven MSP sales motions designed to maximise engagement, conversion, and rollout across your customer base.

Built on learnings from a global customer base, this model is designed to drive consistent pipeline, fast conversion, and scalable deployment.

Maximising Uptake and Conversion

Launch demand across your entire base

Email 1 — Awareness

Subject: Quick question on your email signatures

Hi [Name],

How are you currently managing email signatures across your organisation?

For many businesses, signatures are handled inconsistently — which can lead to issues with brand consistency, missing disclaimers, and a lack of control over employee communications.

We're helping organisations standardise email signatures across Microsoft 365 to ensure every email is consistent, compliant, and professionally presented.

Would it be useful to take a quick look?

Email 2 — Value

Subject: Standardise email signatures across your organisation

Hi [Name],

We're helping organisations take full control of their email signatures — ensuring consistent branding, centrally managed disclaimers, and a professional standard across every user.

This ensures every email aligns with company policy.

Happy to show you how this works in a quick 10-minute overview.

Email 3 — CTA

Subject: 10-minute overview this week?

Hi [Name],

We're running short sessions on how organisations are standardising email signatures across Microsoft 365.

It's a simple way to improve brand consistency, maintain compliance, and ensure every email is presented professionally.

Do you have 10 minutes this week?

AM Call Opener:

"We're standardizing email signature management across our M365 customers."

Discovery:

"How are you managing signatures today?"

[Download your campaign kit](#)

Maximising Uptake and Conversion

Show value fast, close faster

5-Minute Demo Flow:

➤ Current state (inconsistency)

➤ Admin portal (central control)

➤ Automated application (policy enforcement)

➤ Banner/campaign capability

Close:

“This is a simple extension of your M365—quick to deploy and immediately reduces admin overhead.”

Objection handling (quick):

➤ “We already manage this” → “We remove it from the service desk and standardize it across tenants.”

➤ “Is it complex?” → “Deployment is hours, not days.”

[End user Demo Guide](#)

[End user Demo Video](#)

Packaging & Pricing

Package once. Attach everywhere.

Option 1

Bundled (recommended):

Embed Exclaimer as a standard component of your managed Microsoft 365 offering.

The client sees no separate line item.

You protect margin and drive maximum attach rate.

Option 2

Add-on:

Position as a per-user monthly recurring charge alongside your Microsoft 365 management fee.

Works well for mid-market and enterprise customers.

Option 3

Adding Value:

Help your customers stand out with branded signatures tailored to their online presence, promotional campaigns, and seasonal events, keeping them ahead of competitors, not behind them.

Delivered as chargeable professional services, it's a recurring revenue opportunity for you.

Best practice:

Standardise on one model across all tenants.

Inconsistency creates internal confusion and slows deployment.

Delivery & Expansion

Deploy fast. Expand systematically.

Deployment (24–48 hrs):



Provision → Connect tenant
→ Apply template → Go live

Adoption:



Tenant-wide rollout



Validate across endpoints



Enforce policies

Expansion:



Roll out to all users



Include in all new M365 deals



Enable marketing banners

Target:

80–100%
attach rate

Deployment guide

Speak with our MSP Specialist

Treat Exclaimer as a standard component of your managed M365 stack, scale through consistency, speed, and attach rate.

[Book a call today](#)



exclaimer.com

