

BCDR Sales Made MSPeasy: 10 Proven Tips for Winning Clients

As an MSP, you know just how critical a resilient business continuity and disaster recovery (BCDR) solution is for your clients. Unfortunately, for many of them, it isn't a priority – until disaster strikes and downtime costs start piling up. That's where a little sales finesse can help you turn conversations into conversions.

Here are 10 expert tips to help you pitch, prove and close the deal on BCDR. Help clients realize what's at stake before reality does it for them.



Tip #1: Lead with risk, not tech

Start with “what if” – not tech specs. Ask, “What would happen if your systems went down for a day? A week?”

Most businesses underestimate the true impact of downtime. Use real-world headlines and case studies to highlight just how costly and disruptive it can be.



Tip #2: Bust the “we’re too small” myth

Nearly 43% of cyberattacks target small and mid-sized businesses – yet only 14% are prepared to respond.¹

Help your clients face the facts. SMBs aren't being overlooked – they are often the ones cybercriminals go after first.



Tip #3: Demonstrate the real cost of downtime

Use our [Downtime Cost Calculator](#) to show clients exactly what an hour, day or week of downtime would cost their business.



Tip #4: Emphasize business continuity that never clocks out

Disasters don't care about office hours. From late-night outages to weekend cyberattacks, they strike when you least expect it.

Ask your clients whether they can afford downtime when it matters most. Then position BCDR as their always-on safety net that keeps operations moving 24/7/365 – no matter what.



Tip #5: Sell BCDR as insurance, not infrastructure

No one gets excited about paying for backups and storage – until they need a recovery.

Ask your clients: “Would you drive without car insurance?” BCDR is no different. They hope they'll never need it, but when disaster strikes, it can save their entire business.



Tip #6: Highlight the compliance cost of data loss

Data loss doesn't just disrupt business; it can also trigger costly fines and lawsuits.

Show clients how BCDR supports compliance and protects them from regulatory penalties and legal fallout.

Compliance legislation	Potential penalties
Health Insurance Portability and Accountability Act (HIPAA)	Fines up to \$250,000 and 10 years imprisonment.
General Data Protection Regulation (GDPR)	Fines up to \$21 million or 4% of global annual revenue, whichever is higher.
California Consumer Privacy Act (CCPA)	Civil penalties up to \$7,500 per violation, with other violations capped at \$2,500 per violation.
Payment Card Industry Data Security Standard (PCI DSS)	Fines of \$5,000 to \$100,000 per month.

Tip #7: Show the visual story, skip the jargon

Clients don't speak tech – they only care about impact.

Use visuals like timelines, checklists or before-and-after diagrams to simplify the message and make the value of BCDR crystal clear.

BCDR



Tip #8: Let recovery speak for itself

Words can only go so far. Experiencing a live recovery is what truly seals the deal.

Offer a risk-free demo with a test restore. When clients watch systems recover in seconds, the value of BCDR shines through.



Tip #9: Share wins that speak for you

Stories build trust faster than stats.

Share real testimonials and case studies that show how your BCDR solution kept businesses running when disasters hit. Peer proof sells.

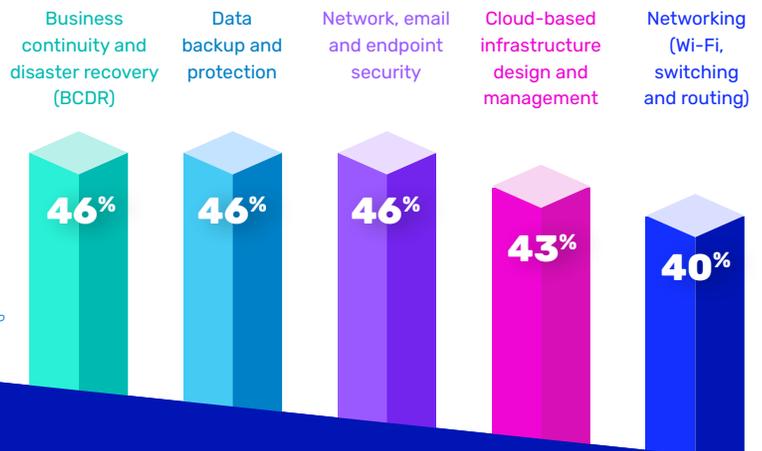


Tip #10: Build BCDR into every package

Stop offering BCDR as an add-on – make it the standard.

Bundle it into your MSP offerings and position it as essential. Use tiered options to match client budgets with recovery speed and value. Offer basic packages for clients with lower uptime needs and premium packages for those who need instant failover.

MANAGED SERVICES CURRENTLY OFFERED BY MSPS



Statistics from the State of the MSP Industry 2025 Look Ahead report

Final thoughts: Don't let clients learn the hard (and costly) way

Make your case for BCDR before disaster strikes. Proactively address concerns, highlight real risks and show the ROI of staying always-on.

Need help positioning Datto BCDR for your clients?

¹<https://www.getastra.com/blog/security-audit/small-business-cyber-attack-statistics/>