CONNEX

MSP4SMB · PHISHING AWARENESS TRAINING

Turn your people into your strongest control.

A done-for-you program: a live, sector-tailored session plus phishing simulations every quarter, fully managed and reported.

Veteran-owned. Veteran-operated. Built to execute.

WHAT YOU GET

Delivered by Connex

Live session
60–90 min, instructor-led, tailored

Quarterly sims
4 realistic campaigns a year

Managed & reported
We run it; you get the report

Insurance-ready
The evidence insurers now require

WHY IT MATTERS

One click is all it takes

Phishing is the number-one way attackers get into a small business, and a single click can mean wire fraud, ransomware or a shut-down week. Your software can't stop the click. A trained team can.

#1

Attack vector

The most common entry point for breaches at small and mid-sized businesses.

90%+

Start with a human

Most incidents begin with someone clicking, replying or approving.

Required

For cyber insurance

Insurers now require training and simulations before they renew.

THE SERVICE

What's included

A complete, managed program. We build it, run it and report on it. You get the session, the simulations, the materials and the proof.

Live training session

A 60–90 min instructor-led session, tailored to your business and the threats your team sees.

Quarterly phishing sims

Four realistic, sector-tailored campaigns a year, with per-person click and report tracking.

Branded materials

A pocket SLAM card, a one-page reference, and completion certificates for your file.

Owner reporting

A plain-language report each quarter: who clicked, who reported, how risk is trending.

Annual re-run

The full session re-delivered yearly, so new hires are covered and the message stays fresh.

Insurance-ready proof

Documented completion and simulation results: the evidence insurers ask for at renewal.

THE SESSION, AT A GLANCE

One live hour (up to 90 minutes) people remember: real stories, a simple method, and hands-on practice on your own vendors and tools.

1 **Why this matters**

A real local loss story and a short clip: the hook that makes it land.

2 **Red flags + the SLAM check**

Sender, Links, Attachments, Message: the 30-second test anyone can use.

3 **High-risk SMB scenarios**

Gift-card fraud, vendor bank-change, fake shared docs, MFA fatigue.

4 **What to do when you suspect**

Pause, verify out-of-band, report, using your own reporting path.

5 **Real or Phish? exercise**

Eight live examples built from your own suppliers and systems.

6 **Recap + knowledge check**

A 5-question check, Q&A, and the SLAM card to take away.

HOW IT WORKS

A simple quarterly rhythm

Every quarter we run one realistic simulation and turn the results into coaching, not punishment. People learn in the moment, and risk trends down over the year.

1

Simulate

A sector-tailored phishing email goes to your team.

→

2

Click

Anyone who clicks lands on a calm teaching page. No blame.

→

3

Train

The moment becomes the lesson: spot it, pause, report.

→

4

Report

You get a clear owner report of clicks and reports.

Improve, quarter over quarter. Scenarios rotate and get harder as your team gets sharper, and every result is documented for your insurer.

SCENARIOS TAILORED TO YOUR WORLD

We don't send generic spam tests. Each simulation is an original lure styled to your sector and your real vendors, because that's what your team will actually face.

Public sector & conservation

Ministry notices, program eligibility, resident inquiries.

Accounting & finance

CRA correspondence, invoice-to-pay, attachment lures.

Manufacturing

Purchase orders and supplier confirmations awaiting approval.

Legal

Documents to review and e-sign, filing and court-style notices.

Municipal

Town and municipal notices tied to a deadline.

...and your vendors

Built around the suppliers and tools your staff really use.

Every scenario pairs a believable sender with a non-punitive teaching page, and runs only with your written authorization.

WHY CONNEX

Why MSP4SMB

Most awareness tools hand you software and walk away. We hand you a handled program: local, human and accountable.

Done for you

We build, schedule, send and report. No platform for you to run.

Human & local

A real instructor and local support, not a self-serve login.

Sector-tailored

Sessions and sims built around your industry and your vendors.

Veteran-operated

Veteran-owned, veteran-operated, built to execute and follow through.

Training is one of five controls your insurer now requires

Awareness training sits alongside MFA, endpoint protection (EDR), patch management and secure cloud backup. We can deliver all five. Training is the easy first step, and the whole stack is one conversation away.

PRICING

Simple annual packages

One predictable annual fee covering the live session, four quarterly simulations, materials and reporting. Final price is set by headcount on the quote.

Starter

UP TO 10 STAFF

- Live launch session
- 4 quarterly simulations
- Branded materials + certificates
- Quarterly owner reporting

Team

POPULAR

AROUND 25 STAFF

- Everything in Starter
- Annual refresh + new-hire re-run
- Sector-tailored lure library
- Insurance-ready evidence pack

Business

AROUND 50 STAFF

- Everything in Team
- Lowest per-user sim rate
- Priority scheduling
- Bundle-ready for the full stack

CONNEX

CLOSE YOUR BIGGEST SECURITY GAP: YOUR PEOPLE

Let's get your team trained.

1 **Free gap test**

We run one simulated campaign and share a short, no-blame report.

2 **Book the session**

We schedule your live hour and tailor it to your business.

3 **Go quarterly**

We handle the simulations and reporting from there on.