# 1Password

# Pitching 1Password to prospects

1Password is the most-used enterprise password manager for a reason, but how we convey the value to prospects matters. This document provides a condensed version of the value 1Password brings to businesses, giving you the language to easily convey that value to your own customers.

Feel free to use the elevator pitch below in its entirety. You can also adapt the messaging to your needs, and the needs of your customers, by mixing and matching the building blocks in the "Build your own" section.

**Pro-tip:** This messaging is intended for use during calls, but you can also add the language here to your emails and InMails. Just remember to keep those messages concise and conversational.

### Important Note

This pitch is designed to be used in initial conversations with prospects, such as cold calls, inbound leads, and discovery calls.

An elevator pitch is designed to provide a quick and easy overview of what our product does, and how others find value in it. This messaging won't resonate as much with a customer who's already familiar with 1Password. Use your best judgement when sharing it.

## Elevator pitch

Security software is notoriously hard to use. Instead of making security protocols easier to follow, they often introduce new friction into employee workflows, forcing them to choose between convenience and security.

As a result, employees ignore or work around security policies in the pursuit of productivity – not because they don't care about security, but because they're just trying to get things done.

1Password makes security simpler for everyone.

1Password makes it easy to create, save, and autofill strong passwords for every account. Admins can then see how those credentials are used across your company, and when they contain potential vulnerabilities like compromised or weak passwords.

Plus, it works wherever your employees do: on Mac, Windows, and Linux, iOS and Android, and in Chrome, Firefox, Edge, Brave, and Safari.

1Password is easy to use because we believe strong security and ease of use are two sides of the same coin. The best security tool is the one that people actually use. 1Password started as a consumer app known for its ease of use back in 2006, and that dedication to usability is part of our DNA.

By making the secure thing to do the easy thing to do, security becomes the default, ensuring that company security policies are adhered to across the board.

That's why more than 150,000 businesses – more than any other enterprise password manager – trust 1Password.

## Build your own

Now that you've read through how you can pitch 1Password, let's cover the formula for creating your own. The key here is to show that you know the customer's pain, while also speaking to our company's credibility to solve it.

**Throw in your own style, but a strong pitch will include the following:**

1. The industry issue
2. How we solve the problem
3. Social proof

### 01 The industry issue

a. Most security tools force employees to choose between security and convenience. They're not intuitive, and they sometimes get in the way of getting things done.

As a result, most employees admit to ignoring security policies for the sake of convenience. That doesn't happen because they don't care about security, but because their priority is productivity.

b. When security feels intimidating, especially for someone who's non-technical, users often ignore security entirely.

For leaders like you, that can lead to a lot of employees who don't follow the policies in place. That can create vulnerabilities for your company.

c. This is why it's crucial to make the secure thing to do the easy thing to do. It's not enough that everyone has access to the right tools—they also have to use them.

The best security tools are the ones your people will actually use.

### 02 How we solve the problem

a. 1Password makes it easy for everyone to create, save, and autofill strong passwords for every account. Admins then get visibility into how those credentials are used across your company.

Plus, it works wherever your employees do: on Mac, Windows, and Linux, iOS and Android, and in Chrome, Firefox, Edge, Brave, and Safari.

b. 1Password secures your entire organization, including people who don't consider themselves tech-savvy, by making it easy to create, autofill, and securely share strong passwords.

It's easy for non-technical employees to use, but powerful enough to equip admins with everything they need to secure every sign-in. That includes granular controls, customizable security policies, and visibility into potential data breach risks and password health.

c. **Enterprise-specific:** SSO secures access to managed applications, and PAM solutions are meant for your privileged accounts. 1Password protects virtually everything else – including the accounts IT doesn't know about, or shadow IT.

The emphasis on usability means it's easy to get everyone on board. For example, Duke University tripled password manager adoption when they switched to 1Password from another enterprise password manager.

## 03 Social proof

a. More than 150,000 businesses trust 1Password – more than any other enterprise password manager.

b. 1Password started as a consumer product in 2006, focusing on exceptional security that's easy to use. When we launched 1Password Business in 2018, it was a natural extension of that core promise. If people love what you make, they'll use it – and that customer love leads to high adoption, which strengthens your security posture and reduces your attack surface.

   Our investors saw that promise, too, which is why we secured $920M in funding to secure the world's leading companies.

c. When we ask our customers what they would do without 1Password, we often hear that they don't even want to think about it. That's why 1Password has a 96% retention rate.

   It's easy for everyone to use, so you can secure your workforce without slowing them down.