



# SECURITY SALES TIPS




Business size doesn't matter. All companies have something to attract hackers.

Security Sales Tip #11



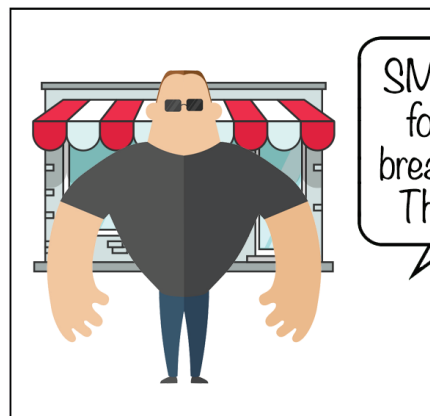
Ask "what's your business doing to protect itself?" to understand the gaps.

Security Sales Tip #18



The endpoint is often the most vulnerable point. It represents the greatest risk of loss of data and needs protection.

Security Sales Tip #25



SMBs are the biggest target for cyber attacks. 61% of breaches are aimed at SMBs. They need strong security.

Security Sales Tip #12



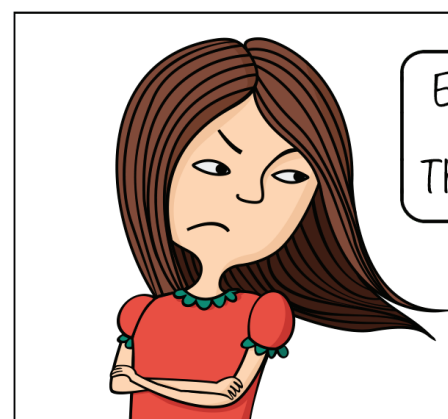
Be strategic. Arm prospects with info to connect security to their business initiatives.

Security Sales Tip #19



Key to any robust security solution is the way products are deployed.

Security Sales Tip #26




Every SMB **needs** more effective cybersecurity. They just don't all **want** it.

Security Sales Tip #1



Start with "Are you worried about security?" The answer will always be yes, so the conversation can continue.

Security Sales Tip #6



SMBs are a big target for cyberattacks 'cause they have valuable data and are relatively unprotected and unmonitored.

Security Sales Tip #13



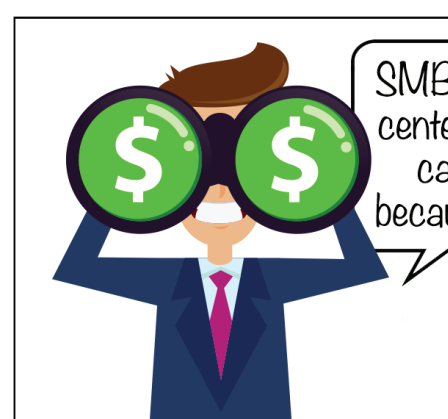
Speak about security in terms with the most impact on priorities and business.

Security Sales Tip #20




If the prospect says "we have a firewall," that's a great start but not enough.

Security Sales Tip #27



SMBs see security as a cost center. But the right approach can flip the conversation because security's a hot topic.

Security Sales Tip #2



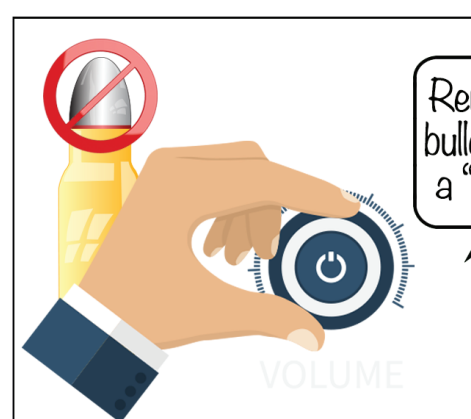
Keep audience "maturity" in mind. Don't focus on the tech under the hood. Focus on the benefits and outcomes.

Security Sales Tip #7



Understanding customer needs is key to making an expedient security pitch.

Security Sales Tip #14



Remember, there's no silver bullet solution. Nor is security a "set it and forget it" deal.

Security Sales Tip #21



Security requires a layered approach...guard the network (FW), the systems (patch/AV), email, and data loss (backup).

Security Sales Tip #28



To get a security conversation started, you need to properly **educate** the target audience.

Security Sales Tip #3



Pay attention to security news and trends. They give you opportunities to open up new conversations.

Security Sales Tip #8



Keep audience motivation in mind. Ask what's most important to them?

Security Sales Tip #15




Be real with prospects. Take a highly consultative angle rather than a hard sell route.

Security Sales Tip #22




Don't try to be all things to all people. Too many choices lead to confusion, inactivity.

Security Sales Tip #29



If a laggard business doesn't see value, move on. There are plenty that do.

Security Sales Tip #4



Trends such as virtualization, cloud and mobility, including BYOD, are good security conversation starters.

Security Sales Tip #9



Start by spelling out just how exposed the customer is to threats.

Security Sales Tip #16




Security overwhelms SMBs. A "crawl, walk, run" phased approach may be needed.

Security Sales Tip #23



Targeted, consultative strategy gives you the best chance to stand out from the security noise and get yourself heard.

Security Sales Tip #30



Discuss potential risks to profitability to shift thinking from cost to savings.

Security Sales Tip #5




Use storytelling in discussions with prospects. It makes it more relatable and impactful.

Security Sales Tip #10



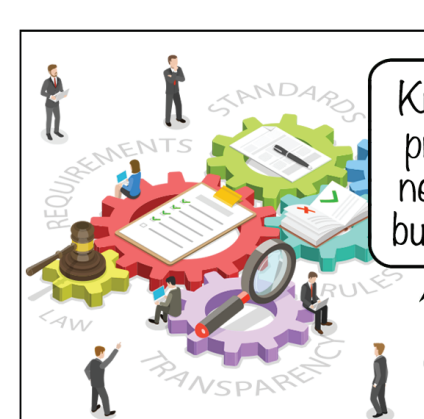
Go over potential risks and solutions **without** playing the FUD card.

Security Sales Tip #17



Discuss metrics... how much breaches cost, cost of ownership, etc.

Security Sales Tip #24



Know the compliance issues prospects face because the need to be compliant drives buying decisions for security.

Security Sales Tip #31