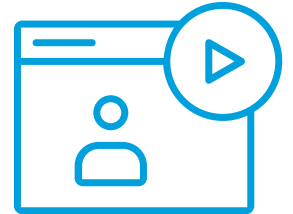**TPX**®

How to Use the Network Security Evaluation (NSE) Marketing Toolkit

Getting educated

1. Check out the NSE sales cheat sheet
2. See the NSE sample report
3. Go through the NSE customer datasheet
4. Check out the Comprehensive Network Strategy Guide

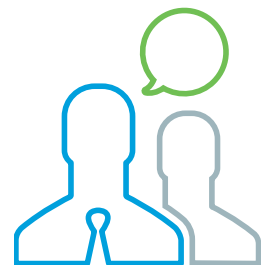## Creating awareness

1. Use suggested social posts on your networks
2. Leverage the email templates to reach out to customers and prospects
3. Co-brand our Network Strategy Guide and share it with your customers and prospects
   - If you have a newsletter, you can feature it there
   - You can add it to your social media posts
   - Feature it on your website

Working the deals

1. Leverage the NSE Powerpoint slides
2. Re-read the NSE sales cheat sheet
3. After the meeting, share the sample report

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