

CYBERSECURITY SALES & MARKETING TOOL KIT OVERVIEW

In today's era of advanced cybercrime, securing a business's data and processes requires more than simply installing a firewall and antivirus software. Effective IT system protection has many components and requires continuous monitoring, management, and maintenance.

The materials in this tool kit are designed to educate prospective customers about what a complete cybersecurity solution looks like (and where their current solution may be falling short), and position your company as the team of security specialists needed to provide comprehensive protection.

Click the links below to access the materials. Be sure to update the designated fields with your company branding and contact information before distributing.



INFOGRAPHIC: ARE YOU PREPARED TO PROTECT YOUR BUSINESS?

This infographic illustrates the many pieces that make up a complete security "puzzle". Share this information with customers and prospects to provide education about the risks of an incomplete solution.



CYBER HYGIENE CHECKLIST FOR SMALL TO MIDSIZED BUSINESSES

This list cites the measures SMBs should have in place to be secure. Share this information with customers and prospects to provide awareness about potential gaps in coverage.



INFOGRAPHIC: PROTECT YOUR DATA

As the customer's cybersecurity awareness grows and available solutions are sought, this infographic can be used to outline the benefits of working with a managed security services provider.



MANAGED SECURITY MARKETING EMAILS

The customer continues to consider their options for cybersecurity solutions. Use the provided email messaging to target prospects directly and establish yourself as the qualified partner the customer can trust.

The email content can be copied and pasted into Outlook or Gmail or used with other marketing assets to create a campaign in a content management system.



MANAGED SECURITY SALES PRESENTATION

You've secured a meeting! Your informative marketing content helped advance the prospect through the buying journey, and now you're on their shortlist. Use this PowerPoint template to present a compelling sales pitch. Be sure to customize with details specific to your company's offering!

BEST PRACTICES TO KEEP THE CONVERSATION GOING

- **DEFINE NEXT STEPS.** If the presentation was successful and the prospective customer expressed interest, arrange another call soon to move things along – and be specific. "I'll call you on Wednesday – how's 9:30 for you?"
- **LEAVE THE RIGHT INFORMATION BEHIND.** Make sure the prospect has an easily accessible summary of the offering, pricing, and any other details to be considered as they decide whether to do business with you.
- **DETERMINE A FOLLOW-UP STRATEGY.** Remember, purchase decisions can move slowly. Consider your prospect's timeframe and set reminders for yourself to follow up at the right time – not so frequently that you become bothersome, but not so infrequently that momentum fizzles. Experiment with different follow-up methods, if needed.
- **PROVIDE VALUE WITH EACH FOLLOW-UP.** The days of the hard sale are over. Follow-up isn't about you or your product – it's about the customer. You'll get better results by asking how business is going, sharing relevant articles or videos, and keeping the conversation centered around the customer's pain points. That said, people are busy. Keep your follow-ups brief and to the point.
- **KNOW WHEN TO STOP.** At a certain point, no response is a "no". If the customer seems to have gone dark, send a "break-up email" (check out this link for [breakup email templates designed to close the communication loop](#)).