



# CYBERSECURITY SALES MASTERCLASS

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*KNOWING THE “NO”*

# LET'S START AT THE BEGINNING

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A jack of all trades is a master of none

Today

we will embark on our journey toward becoming a master of SOME!

# EDUCATION IS OUR JOB

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Cybersecurity is complicated but getting started  
doesn't have to be

# CONTENTS

- Recap
- The process
- Understanding
- Engineering around the “NO”
- Steps to success
- Questions

# TODAY WE ARE TALKING ABOUT “NO”

- NO is one of the first words we speak as a child.
  - Second to dad & mom.
- NO is one of the easiest words to say/hardest to do.
- NO is not often said alone
  - NO kidding
  - NO harm done
  - NO way

**NO IS ONE OF MOST COMMON WORDS WE USE,  
YET WE DON'T REALLY UNDERSTAND IT.**

*If you walk out of a meeting with a NO, it's likely because you  
brought it with you.*



**60% OF CUSTOMERS ON AVERAGE SAY  
NO 4 TIMES BEFORE SAYING YES.**

# LET'S HEAR FROM THE AUDIENCE

How often do you tell yourself no?



# THE FIRST NO – BELONGS TO US

- Is this the right kind of customer for us?
- Are they a customer type we are successful with?
- Are they part of our Ideal Client Profile?
- Does the customers business match up with our offering?
- Will we need to do anything to support this customer that's outside of our offering?
  - Are they wanting only projects
  - Break fix

## HALF OF MSP PROSPECTS ARE NOT THE RIGHT MATCH FOR YOUR PRODUCT OR SERVICE.

This means that you don't have to close a deal with every person you encounter.

Identifying prospects that aren't a good fit is hard but think about the time, resources, and opportunities you've missed because you were chasing the wrong prospect.

# THE PROCESS FOR UNDERSTANDING NO

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Let's ask ourselves do we know  
the NO's buried in our talk  
tracks?

# HOW DO YOU DEAL WITH NO?



What are some of the ways that you are engaging with your customers when you hear NO?



# GOAL



Our goal here is to make our customers and clients feel comfortable..

We need to address their concerns not make concerns an addressable point.

Remember it's our job to educate them, build trust and gain rapport.

# CAUTIONS

- Refrain from arguing with them, even if you think its in their best interest. This will close off communications.
- Refrain from using elaborate words to describe solutions. Customers need it simple and easy to understand.
- Lose the lingo, not many customers care to understand why their WIFI & LAN is saturated do to a syn-flood likely as a result of a man-in-the-middle attack.

# FEAR SELLS – OR DOES IT?

- The use scare tactics as a method to move customers immediately instills apprehension, this is common tactic, and most companies report that when scare tactics are used, they are more apprehensive than if they were made aware in a solvable fashion.

## Industry stats:

- Repeated exposure to a fear tactic lowers the emotional response in a person over time. After the first exposure, the viewer may be startled, but they become desensitized to the message.
- High risk groups may become MORE attracted to the behavior.

# ENGINEERING AROUND THE “NO” IS IMPORTANT

Our goal is to acknowledge we are going to get the NO, Let's figure out how to embrace the NO and design for YES!

Questions to ask yourself:

- Is this a common NO?
- What kind of NO this is ?
- What were they really saying NO to?
- Was that a Yes, disguised as a NO?



# AUDIENCE QUESTIONS

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Let's break down some of the NO's that were in the last session and sent in.

## **I DON'T HAVE MONEY FOR CYBERSECURITY OR PRICING/BUDGETING FOR CYBERSECURITY SERVICES ISN'T IN THEIR IT BUDGET FOR THE YEAR**

- This is a common NO, but how many of you know what kind of NO this is ?

This is an I DON'T have a plan NO.

This is where MSPs can truly shine! With a plan for your annual IT spending, we can work together to make sure that you have what you need to secure your business.

# THEY DO NOT HAVE BUY-IN FROM OTHER BUSINESS UNITS.

- This question is an interesting one, often this is due to the fact that we might not be talking to a decision maker.
- It's critical to make sure that when we are talking to someone that we understand who makes the decisions. Its ok to ask, are you the one that would make purchasing decisions for these types of services? If yes= proceed, if NO = request they be present for the meeting. Reschedule if necessary.
- If there is a true breakdown in the corporate structure due to competing priorities, it's important to also understand those needs to ensure that your solution can address the needs.

## IT WON'T HAPPEN TO ME/ WE ALREADY HAVE PROTECTION THAT COVERS US AND IS ADEQUATE

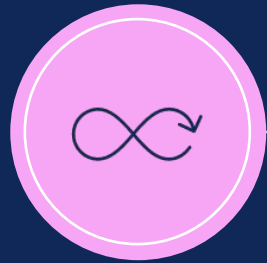
- Caution here – They are saying that they understand that there is a concern but are willing to take the Risk.
- If you have someone that is willing to take the risk, you may not want them as a customer.
- You need to do a pulse check here; this would be a good place to make sure you, say no if it doesn't make sense.
- Use some of the talk tracks that were in the previous session to educate them and get them to realize they have more of a need than they think.



**WE NEED TO MAKE THEM  
FEEL COMFORTABLE WITH  
CHANGE**



# A PROCESS FOR SUCCESS



## Step 1 ●

Understand the customer's needs



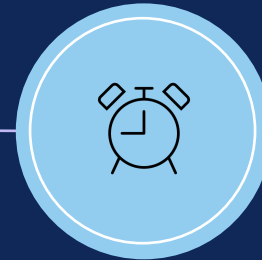
## Step 2 ●

Identify their budget or spending



## Step 3 ●

Clarify the pain they are feeling



## Step 4 ●

Confirm intent & ask for the deal.



## Step 5 ●

Discuss how your offering meets all their needs and equals success!

# A QUICK SUMMATION SCENARIO

Hello customer,

It's wonderful to meet you today and thank you for meeting with me! My name is Juan Fernandez and I run a technology company here in town that works with companies like yours. Before I dive in, I would love to get to know you better.

1. Tell me about your business?
2. How are you using technology today?
  - We work with companies to help them make technology strategic advantage and ensure that they have a strategic plan to make the best use of it.
  - What are some of the technologies that are working and what are some that are not?
3. We work with companies like yours and we also see these types of issues, some of the things we do to solve for that is X.
4. Obviously, price is important how important is price to you?
  - We have flat rate pricing, so this is good news we have a solution for you.
5. One place that most customers are most concerned about is cyber security. Is this a concern for you as well?
  - We have a comprehensive offering of services that address your concerns and as we dive in, we will be able to talk through your needs and how we can solve them.
6. One final question, since it sounds like were a good fit, when would make sense for us to plan to bring you on as a customer. Our onboarding takes about 30 days, so we want to make sure we plan according to ensure a smooth transition without disruption.

# HOW TO GET THERE

## Strategize

- Understand the NO by formulating questions that lead to your solutions.
- Ensure that you are explaining meaningful outcomes with your solution.
- Build talk tracks that Educate customers on how you improve their business.

## Minimize risk

- Be cautious of tech talk.
- Avoid fear tactics
- Ensure your able to explain your value.
- Refrain from asking questions you don't have answers to.

## Plan for success

- Do some research on the customer prior to the meeting.
- Identify pain points that customers in the similar industry have. Use them as reference to make them feel comfortable that you understand their needs.
- Design your offering in a way that leads to their success and helps them grow their business



# RESOURCES

## Customer Talk tracks

- What cyber threat concerns you the most?
- Are your information security and business priorities aligned?
- Do we know where our data is and how it is protected?
- Are our employees being appropriately trained on cybersecurity?
- Do we know how to respond in a cyber security emergency?
- Do your documented policies match what is actually happening in your practice?

## Hack assessment

- <https://resources.hacware.com/hack-assessment/>

# SUMMARY

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“Make it Easy to understand –  
&  
you will make it easy for your customers to  
give you what you want.”

# CONNECT WITH US

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