

▶ **APPLYING THE VALUE PROPOSITION**

Whether you have just completed the Making Money with Security workshop, or reached out to New Clients through our unique Making Money with Security marketing program...

The Making Money with Security workshop has helped thousands of sales people understand a new way of selling by applying the security value proposition in new ways to commoditizing product sales. Making Money with Security Marketing programs consistently bring in new executive level prospects, positioning your organization as the recognized expert in the information security field. Now it's time to turn qualified prospects into clients as quickly as possible.

This unique follow-up program provides direct access to David Stelzl, an industry expert who will guide you through the execution process. Through monthly meetings and phone/email access, he will help you create a winning strategy for each client opportunity. Your team will receive monthly reminders through group coaching calls, collaboration around specific deals, and direct access by phone and email.

▶ **WHAT YOU WILL GET**

- Ongoing interactive collaboration**
- Industry specific expertise**
- Customized planning and strategy**
- Accountability**
- A partnership for success**

▶ 30/60/90 Follow-up Program Making Money with Security

▶ **BENEFITS**

- Turn prospects into clients quickly**
- Master the concepts of MMS**
- Equip your team for success**

▶ **FEATURES**

- Customized planning and strategy sessions**
- Relevant input through “anytime” interaction**
- Scheduled monthly group calls**
- Application of key concepts to real life situations**

SVLC Learning Concepts

Principles of success include daily reminders, collaboration, and putting newly learned principles into action quickly.

- Call in or email me to talk through real life opportunities
- Develop an action plan - specific intermediate steps to turn the security value proposition into business
- Begin achieving through collaboration with an industry specific coach and group interaction
- Apply wisdom—actions that stem from the right context, the trends, the changes in today's market
- Apply knowledge— relevant information provided in usable bites, that can be applied to your specific situation
- Be accountable to a neutral party-someone who will provide honest and helpful feedback

▶ How does it work?

▶ WHAT IS THE 30/60/90 PRGM

What is the 30/60/90 Day Program? Have you ever attended a workshop or seminar where you heard an industry expert deliver great ideas, new strategies, or a new way of approaching your business? You probably took lots of notes and tried to memorize helpful steps of action. Unfortunately, when you returned to the office the following week, you found that applying these ideas is not easy. It is difficult to retain even 20% of what was said. The idea of follow up coaching is not new, it has been used for thousands of years to provide individual attention or mentoring.

Like any training, it's the execution stage that matters. **The 30/60/90 Day Program** was developed with execution in mind. Success means turning existing customers into long term clients, and earning the business of new prospects. As a follow up to the Making Money w/ Security workshop / Marketing Program, this program equips your team to actually implement newly learned key principles, create strategies that win, and turn the prospects you are targeting into clients. Over the next three months we will provide access, accountability, and collaborative sessions by phone, to make sure you maximize your sales potential.



▶ INTERACTIVE AND SPECIFIC

Follow up sessions are interactive, focused, and customized to your business opportunities. Using our already successful coaching process, your team has full access to the person who led your workshop and marketing event. Through interactive email and phone access, your team can get real time answers and test new ideas on demand. Nothing here is theoretical—it takes place while you are selling. As reinforcement; each month your team will meet with David Stelzl, a nationally known security expert and sales consultant, to review the key principles that



make selling security, or selling with security, successful. Calls are interactive; they provide valuable insight through review and collaboration over the sales situations your team is facing. Whether you are stuck at the influencer level, having trouble pulling together the right justification, or facing price competition, David helps you put together a strategy to win. With 90 Days of interaction, you can feel confident that your team will have fully grasped the concepts, and will have closed the majority of opportunities that come out of your marketing efforts.



▶ REALIZING THE ROI

Group coaching offers a high-impact solution with a strong return on your investment. Your time is valuable and finding an efficient way to integrate current strategies with new ideas is critical to your success. Group coaching offers what books and seminars can't offer; a forum for learning, accountability, and motivation combined into a focused interactive session. Recent studies have shown that coaching helps reduce overtime while contributing to higher customer satisfaction, productivity, quality, and efficiency. Unlike seminars, no travel is required, sessions are conducted by a convenient phone call, and there are no extra expenses such as meals, lodging, or transportation. With over 20 years of working through the coaching process, your team will be receiving input that will maximize your sales

potential. SVLC bases its approach on universal holistic principles that deliver real answers. Through this process we are able to customize each meeting, eliminating the time other approaches take to address a general audience. Bottom line; you get results in the areas you are looking to grow in less time and in a more efficient manner. We guarantee our results. Contact us today to see how this program can help you take your team to the next level. If you have not already done so, consider using the Making Money with Security Demand Generation Events to meet new executive level prospects today.

