

▶ **BUILDING THE SECURITY VALUE PROPOSITION**

Building unique and profitable solution strategies is the only way to gain the mindshare of potential customers in today's market...

Security continues to be one of the number one IT spenders. However, not all security products lead to profitable business, and selling security is not always as easy as it sounds. SVLC provides in-depth workshops that build the bridge between security disciplines and the products and solutions you are selling today. In addition, SVLC provides facilitation and planning to help your team build offerings that will be relevant to the clients you are serving today. The result: incremental business and a strong value proposition to help you gain access to the right people and grow your business.



▶ **WHAT YOU WILL GET**

A one day interactive workshop

CISSP certified instructor

Industry proven sales tools

Easy to follow workbooks

Ongoing interactive support options

▶ **Security Value Proposition Workshop**

▶ **BENEFITS**

- Learn what technologies to focus on
- Create profitable solutions
- Develop a strong value proposition

▶ **FEATURES**

- Understanding where security makes sense
- Study today's security trends
- Selling security to economic buyers
- Building on your current momentum

Workshop Outline

Morning:

- Understanding technology adoption life-cycle models and how customers make buying decisions
- Gain an understanding of market trends—where is security relevant and who is buying it. Find out why it makes sense to have a security strategy and what it needs to look like.
- Selling security. Learn how to take concepts of risk management and compliance to the board room.

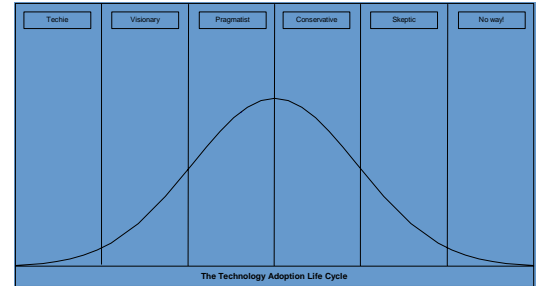
Afternoon:

- An overview of customer-centric selling
- Learn how to use security assessment “wedge offerings” to shorten sales cycles.
- Relevant security solutions that can be added to your current offerings
- Success factors in building your security practice

TECHNOLOGY SELECTION

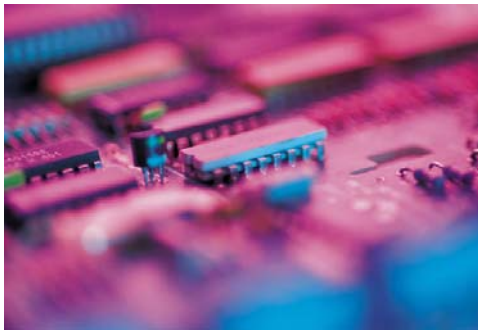
Who should attend? If you are finding it difficult to break into new accounts, hire sales people that ramp up quickly, or are realizing less margin than you think you should be getting, you will benefit from developing a stronger value proposition. This workshop is not a class on selling security products, but rather a refreshing look at how the market is changing and how security can be used to build a stronger value proposition; the end result being a more profitable business.

Understanding the Technology Adoption Life-Cycle and why certain solutions are no longer profitable is a critical factor in selecting the next wave of profitable business. Security is not a product; it is a discipline that has lasting value. In this workshop we use security to develop relevant solutions around technologies you are already selling, as well as technologies you are considering. Using this approach, you will gain an understanding of how to choose the next technology, and how to propose solutions that economic buyers are interested in hearing about.



THE VALUE PROPOSITION

Unless you can uniquely differentiate your company from your competition, price becomes the differentiator. Security is high on the IT expenditure list, however not all security is profitable. The Security Value Proposition workshop is led by David Stelzl, a certified CISSP who will look at the security trends; what threats are real, where do security controls make sense, where is compliance important, and how does the concept of digital asset protection provide opportunity to address executives and board members of the companies you are calling on.



David will take you through the security trends that matter, and the solution areas that people are allocating money for in the coming year. Using the disciplines of digital asset protection we will look at the technologies you are selling today and find ways to increase their value using Technology Adoption principles. By doing this you will improve your access to decision makers, inject new life into your existing products and services, and have the opportunity to realize higher profits on the solutions you are selling today.



GAIN ACCESS TO BUYERS

Gaining access to the decision maker requires a business-centric approach to selling technology solutions. Older selling models focused on features and benefits of the products you sell. Today's executives have to spend their IT budget carefully and are less likely to buy a product without a long, drawn out sales process. We believe that you can reduce your sale cycle by using wedge offerings that impact your client's business, reduce liability, and protect their customer information. The Security Value Proposition workshop will take time to explore how consultative engagements sold at the management level can take sales cycles from months to a few weeks.



We will spend time in the workshop looking at real examples to create a simple roadmap of consulting and project offerings that will lead to long term relationships with monthly reoccurring revenue opportunities. At the same time, we will equip sales people to become trusted advisors to their clients in the area of information risk management, allowing you access to some of the most senior managers in the organizations you serve. After the workshop, take advantage of SVLC Digital Asset Protection Planning tools and personalized interactive coaching offerings.

