

▶ **EDUCATE POTENTIAL CLIENTS ON THE RISK**

This unique executive level discussion on Digital Asset Protection has been delivered to organizations around the world, exposing the reasons why data is not safe and what to do about it...

Security continues to be one of the number one expenditures for IT; however, not all security solution providers are making money with it. Stelzl Visionary Learning Concepts (SVLC) believes that there are two keys to selling security: Focus on the Assets and find the Asset Owners. This key note topic was specifically developed to attract asset owners and economic buyers, providing your sales team with the perfect opportunity to be positioned as the trusted advisor. Regardless of what you are selling, risk mitigation and security concepts attract the right people and create the justification to move forward on IT infrastructure and application opportunities. SVLC helps you prepare your team to turn this audience into long term clients.



▶ **WHAT YOU WILL GET**

Leverage the #1 seller—security

CISSP certified speaker

Focused on today's trends

Easy to follow concepts

Specific call to action



▶ **Making Money with Security—The Program**

▶ **BENEFITS**

- Attract new customers with a security keynote
- Position your team as the trusted advisor
- Identify relevant issues you can address



▶ **FEATURES**

- Developed specifically for executives
- A discussion on IT's biggest security weaknesses
- Relevant examples of today's security threats
- Well scripted follow up program for finding clients



“In 2006—Making Money with Security™ was required training for thousands of high tech sales reps...”

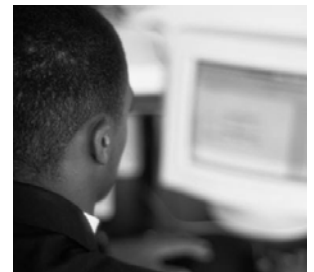
Presentation Outline

- Proof that most security architectures will not stand the threat of today's hackers
- A look at trends in information security; what is happening around the world and why. Who is behind identity theft, information theft, and the unauthorized use of corporate systems.
- Understand how organized crime is involved, what they are after, and why they are winning the war.
- How much security do your customers need? Find out what steps of action are relevant and justified.
- Showing executives how security works and how an information security program should be structured.
- Call to action: Three key questions every asset owner should be asking.
- Considerations for every project involving IT—where to go from here.

▶ MARKETING CONCEPT

Who to invite? While systems and network administrators oversee the daily operation of your client's primary data systems, the responsibility and associated liability for protecting data is that of senior management. Customer information, highly coveted credit card information, company secrets and strategies, etc. represent information that keeps a company going but can be devastating if put in the hands of the wrong people. This discussion is presented to provide up-to-date insights on what is happening in the information security world and how it might impact an organization if the proper steps are not taken. Invite senior managers and we will educate them together.

Information you need to know. Information security is a dynamic world. Data represents a unique asset, stored securely in your data center—yet it can be stolen on a key-chain; taken, yet the client still has it; erased, but it is still there, hidden from the average user; and transmitted all over the world in seconds without you ever knowing it. It is estimated that 90% of your intellectual capital is in digital form—50% might be in an insecure email at any given time. In the past twelve months over 67.2 Billion Dollars worth of personal and corporate information was illegally sold through online portals. The likelihood that your clients were involved is high; yet they have no idea when or how. If you could show them, there would be an opportunity!



▶ USING THE PROGRAM

Justification with a relevant sales process. Information security is complex. Most presentations on this issue focus on the technical details, yet it is the data owners that need to know how to maintain the confidentiality, integrity, and availability of their company's mission critical assets. Issues of compliance, due care, liability, and access control of information are becoming more and more critical each day. Do you know what questions to ask or how to keep the interest of buyers at this level? This presentation was designed from the ground up so that every point pro-



vides justification to take action. Combined with the concepts from the **Making Money with Security Workshop™**, this becomes a well scripted campaign to attract and acquire new clients. Start by inviting the right people, consider partner involvement and sponsorship, and allow David Stelzl to help prepare your sales organization with the right message; follow this with a compelling message to your prospects. Your team will be ready with a powerful value proposition along with specific questions that tie directly to the points made in the keynote. You will be equipped to show asset owners where their strategies are falling short; prepared to help them reduce their risk in the areas of systems, networks, storage, business continuity, and related technologies.

▶ ABOUT YOUR SPEAKER

David Stelzl is the founder and president of Stelzl Visionary Learning Concepts, Inc. David, a preeminent expert on digital asset protection strategies in today's corporate environment, is a dynamic speaker and information security professional who inspires audiences by showing them how to look at security, digital assets, and the protection of mission critical data. David has a passion for helping organizations like yours, use these concepts to build strong client relationships, positioning you and your company as the long term trusted advisor, regardless of the products you represent.

"The is the Best Revenue Generating Program I have ever been to..." Chris Young, Network Guys



David is CISSP certified and has presented topics on security to audiences in the US, Canada, Europe, and Africa. When David is not speaking, he is out working with technology companies and their clients. His time in the field provides and endless source of learning and is the basis of his theories and business understanding. Prior to founding SVLC, David served as the North American Security Practice Director for Dimension Data, Vice President of Piedmont Technology Group, and has consulted with many other high-tech solution providers. *In 2006, Making Money with Security was required training for thousands of high tech sales associates.* To find out more visit us at www.stelzl.us.