

**▶ MAKING MONEY WITH SECURITY**

**Solving real-world business problems 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. Best of all, these concepts will be customized to the products and services your company offers. The result; incremental business and a strong value proposition to help you gain access to the right people to grow your business.



**▶ WHAT YOU WILL GET**

**One or two day interactive workshop**

**CISSP certified instructor**

**Industry proven sales tools**

**Easy to follow workbooks**

**Ongoing interactive support options**



# ▶ Making Money With Security Workshop

**▶ BENEFITS**

- Drive new solutions using risk reduction
- Sell more profitable solutions
- Develop a strong value proposition



**▶ FEATURES**

- Learn the key drivers for security purchases
- Apply security leverage to all types of selling
- Learn the language that executes speak
- Develop a practical account strategy



## Workshop Outline

### Part 1:

- Redefining security as a discipline
- 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.
- Leveraging Compliance
- Selling security. Learn how to take concepts of risk management, Identity management, and compliance to the board room.

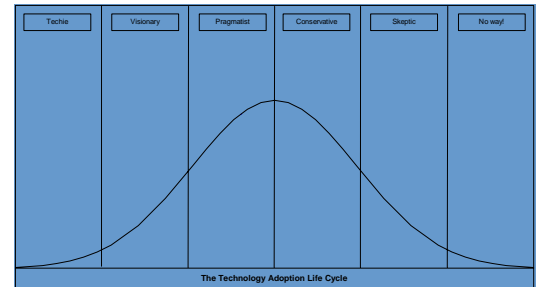
### Part 2:

- Creating the value proposition
- Learn how to use security assessment “wedge offerings” to shorten sales cycles
- Building Security Solutions
- Case Study—applying the concepts
- A look at various security go-to market strategies
- Success factors in building your security practice

SECURITY IS PROFITABLE

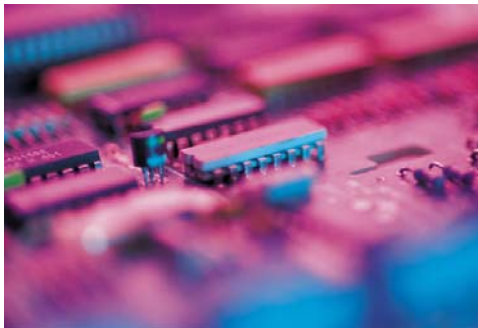
**Who should attend?** If you are working hard at selling technology and finding that sales cycles are too long, forecasts seem to role over every month, and your product resale margins are too thin, you will absolutely benefit from this workshop. Security is not a product, it's a discipline. Products commoditize, but a discipline won't. The margin sustaining power of security is relevant to every technology company today, and can offer new insights into how larger more profitable solutions can be sold into almost every size account. **NOTE:** This class is also available in a one or two day format (contact us for details).

**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 market 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 approach the next technology wave.



THE VALUE PROPOSITION

**A strong value proposition is the key to making the most out of board room meetings.** In this 1 or 2 day class you will learn why every account you call on needs security and is likely in trouble if they don't act. But its not scare tactics or product features that will sell the solutions they need. So how do you close large security projects? In 2006 some of my clients closed multi-million dollar security projects using the very same principles I teach in this class. Learn how enterprise technology providers as well as small SMB consultants are making big money with security, regardless of the technology portfolio they focus on.



**Learn to sell secure solutions rather than security components.** Many companies sell technology solutions, but few are getting the ear of the economic buyer. In all of my years of selling IT solutions, only this approach has resulted in access to board rooms, executive strategy meetings, and many invitations to speak to managers and executives. Its not just about selling a security product, but an approach that builds security into every component of the IT solutions you sell. Whether you are selling networks, storage, servers, managed services, or traditional security solutions, this class will help you build a solution that sells.



ABOUT YOUR SPEAKER

**David Stelzl is the founder and president of Stelzl Visionary Learning Concepts, Inc.** David, a preeminent expert on creating unique value differentiation through the use of emerging technologies, is a dynamic speaker and professional coach who inspires audiences by showing them how to become market leaders in the midst of technology commoditization. David has spoken to audiences internationally, bringing life to the concepts of information security, systems, networks, and the value added reseller business. Working with resellers, distributors, and high-tech manufactures, David has been asked to share his unique insights through customized workshops, articles, and professional coaching to help people succeed in today's rapidly changing business world.



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 an endless source of learning and is the basis of his theories and business understanding. To find out more visit [www.stelzl.us](http://www.stelzl.us).

