

Transforming your Cyber Security Sales Strategy

The cyber security landscape has changed dramatically in recent years, with new and more sophisticated threats continually emerging.

As cyber crime has increased by 600% since the beginning of the COVID-19 pandemic, cyber security now needs to be treated with more concern, both by MSPs and end users. Given these rapid advancements, cyber security can no longer be included in traditional IT support packages. Therefore, MSPs must work harder to convince customers of the value of their cyber security solutions.

How to Demonstrate the Importance of Cyber Security

As your client base is likely to be made up of small and medium-sized businesses, an effective sales method is highlighting specific threats facing them.

43%

of cyber attacks are aimed at small businesses.

66%

of small businesses have experienced a cyber attack in the past 12 months.

69%

of small businesses say that cyber attacks are becoming more targeted.

The value of your MSP's cyber security services is primarily in what they can prevent, rather than what they can add.



40%

of small businesses that face a severe cyber attack experience at least eight hours of downtime.



83%

of small and medium-sized businesses are not financially prepared to recover from a cyber attack.



33%

of UK organisations say they lost customers after a data breach.

Selling Cyber Security: Two Potential Methods

Method One: Sell to Existing Clients

Sell your existing clients a new cyber security package on top of the existing IT support services they are already receiving from you.

Method Two: Target New Prospects

With more companies now in the market for cyber security services, make these solutions your initial sell, and offer further Managed Services later.

Selling to Existing Clients



The Different Sales Approaches

Upsell: a sales strategy that encourages customers to purchase a premium version of a product or service that they were intending to buy.

Cross-sell: a sales technique that involves selling additional complementary products or services to existing customers.



Identifying Sales Opportunities

The best way to upsell or cross-sell cyber security is to identify customer needs and customer pain points and pitch a service that facilitates a solution.

E.g. upsell stringent data protection solutions to customers working in industries with strict compliance regulations (such as legal or finance).



Top Tip!

When a business undergoes growth, they enter a period of transition and potential uncertainty, so they will need their security to be robust and comprehensive. This is a great upsell opportunity.

Ensure that you maintain a clear and consistent idea of your customers' business trajectory and evolving requirements. Establishing monthly or quarterly reviews with your clients lets you identify security sales opportunities as their businesses develop.

Targeting New Prospects

To convince prospects of the value of your cyber security services, you need to highlight the need for these solutions. Ask questions that will reveal the current gaps in their cyber security posture and the potentially damaging consequences of not filling them.

1

What does your current cyber security infrastructure look like?

2

Does your business need to adhere to any specific regulations?

3

How do you currently protect your sensitive data?

4

Which of your systems and platforms are high-risk?

5

Do you carry out regular cyber security awareness training with your staff?

6

Are you regularly scanning your network data for malware?

7

Have you developed a clear incident response and disaster recovery strategy?

8

How would a cyber attack or security breach impact your business?

9

Are you currently using an MSP to improve your security posture? If so, are you satisfied with the results?

Revolutionise Your Sales Strategy with Trend Micro

As global security leaders with decades of experience, Trend Micro are the ideal partner to help guide you through selling and marketing your cyber security services. For expert support with your sales process and value propositions, book a meeting with one of our representatives today.

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