

# AGENDA Fundamentals for Sales

Time	Event	Description
	Introduction	<ul style="list-style-type: none"> <li>Security ABCD's (Awareness, Behavior, Culture, Discussion)</li> <li>The Security Journey</li> </ul>
<b>8:00 - 9:30am</b>	Introduction to new NIST for MSP's	<ul style="list-style-type: none"> <li>Quick overview of NIST 800-53</li> <li>Mar 2020 will mark the 1st Publication of NIST for MSP's</li> <li>Overview of Subcategories being Included &amp; Implementation Tiers</li> </ul>
	Cybersecurity Controls 101	<ul style="list-style-type: none"> <li>Overview of Technical, Physical and Administrative Controls, focusing on Administrative Controls</li> </ul>
<b>9:30 - 9:45am</b>	Break	
<b>9:45am - 12:00pm</b>	Fundamentals of Risk Conversation and the Security Assessment Process	<ul style="list-style-type: none"> <li>Understand how to convey risk and business impact, and how the Assessment process determines outcomes for the risk conversation</li> </ul>
	Cybersecurity Technologies	<ul style="list-style-type: none"> <li>Overview of ecosystem technologies and solutions for Cybersecurity and the business outcomes of each</li> </ul>
<b>12:00 - 12:45pm</b>	Lunch	
<b>12:45 - 2:30pm</b>	Creating your Sales Roadmap	<ul style="list-style-type: none"> <li>How to build out a cybersecurity sales roadmap and measure outcomes</li> </ul>
	Qualifying Questions	<ul style="list-style-type: none"> <li>Discovering the underlying pain and risks to compel an open conversation around Cybersecurity</li> </ul>
	Risk Sales Conversation	<ul style="list-style-type: none"> <li>Using a risk-based or product-based presentation to convey the threat landscape and determine ownership of risk</li> </ul>
<b>2:30 - 2:45pm</b>	Break	
<b>2:45 - 4:15pm</b>	Objection Handling (group participation)	<ul style="list-style-type: none"> <li>What are the most common objections an SMB will present and how do you answer to them?</li> </ul>
	LIVE Security Awareness Training	<ul style="list-style-type: none"> <li>Learn how to deliver a customized LIVE Security Awareness Training to cultivate your expertise and help drive change in your client's culture</li> </ul>
	Business Outcomes	<ul style="list-style-type: none"> <li>A review of assessment tools and reporting; Essential security package recommendations and How to have the budget and priority conversation</li> </ul>
<b>4:15 - 4:30pm</b>	Break	
<b>4:30 - 5:30pm</b>	Exam: ConnectWise Certify: Security Fundamentals for Sales (CCFS)	