

AGENDA Fundamentals for Sales

MORNING	Event	Description
	Introduction	<ul style="list-style-type: none"> Security ABCD's (Awareness, Behavior, Culture, Discussion) The Security Journey
8:00AM START	Introduction to new NIST for MSP's	<ul style="list-style-type: none"> Quick overview of NIST 800-53 What's Included In "Improving Cybersecurity of Managed Service Providers"
	Cybersecurity Controls 101	<ul style="list-style-type: none"> Overview of Technical, Physical and Administrative Controls, focusing on Administrative Controls and CIS 20
	Fundamentals of Risk Conversation and the Security Assessment Process	<ul style="list-style-type: none"> Understand how to convey risk and business impact, and how the Assessment process determines outcomes for the risk conversation
	Cybersecurity Technologies	<ul style="list-style-type: none"> Overview of ecosystem technologies and solutions for Cybersecurity and the business outcomes of each
AFTERNOON	LUNCH BREAK – 45 MINUTES	
	Creating your Sales Roadmap	<ul style="list-style-type: none"> How to build out a cybersecurity sales roadmap and measure outcomes
	Qualifying Questions	<ul style="list-style-type: none"> Discovering the underlying pain and risks to compel an open conversation around Cybersecurity
12:45PM START	Risk Sales Conversation	<ul style="list-style-type: none"> Using a risk-based or product-based presentation to convey the threat landscape and determine ownership of risk
	Objection Handling (group participation)	<ul style="list-style-type: none"> What are the most common objections an SMB will present and how do you answer to them?
	LIVE Security Awareness Training	<ul style="list-style-type: none"> Learn how to deliver a customized LIVE Security Awareness Training to cultivate your expertise and help drive change in your client's culture
	Business Outcomes	<ul style="list-style-type: none"> A review of assessment tools and reporting; Essential security package recommendations and How to have the budget and priority conversation
EXAM		
4:30PM START	Exam: ConnectWise Certify: Security Fundamentals for Sales (CCFS)	