



InfoSec Awareness for Sales

This workshop is designed for technology solutions provider sales teams to answer the following key security questions.

For the sales team:

- What is the security mandate of my potential customer and why should I care?
- What is the impact if I can promote awareness of security best practices as a vehicle to increase trust and collaboration with my customer?
- Would I achieve trusted advisor status faster if I educated my customer in my security processes?
- How can I improve my sales process by including security standards?
- How does this affect my sales timeline?

For the Manager/Director:

- Why does the security mandate of my potential customer matter to the business?
- Who is, and what matters to the CISO? How do I communicate with this new and evolving role?
- How are my team's forecasting capabilities affected?
- If I choose not to act, can the business afford the risks?

This workshop provides answers to these questions from the sales perspective.

Every week, in every country, your potential customers are drastically impacted by hackers and ransomware operations, security issues that are affecting revenue streams as well as forcing them to be more security conscious. Now more than ever they want to trust and have confidence in the people they partner with, especially when dealing with their valuable data.

To help prepare your sales force with the possibility that your customer or your customer's security group could stop the sale due to perceived improper security procedures, this workshop will equip your salesforce with awareness of the requirements laid out by GDPR, PCI DSS, and ISO 27001. Using the information in this workshop, they will tactically prepare and confidently converse with the stakeholders outside of IT who will impose information security requirements on the sale.

Providing both awareness and practical application of information security for the benefit of your sales force, your business, and customers, you will improve the sales process methods that will have a direct effect on your sales timelines.

Help your sales force have better understanding of the current and future InfoSec restrictions. Forearmed is forewarned, as your business relies on it.

