



Quest Technology Sales Bootcamp Series

# How to Sell Cybersecurity Without Being an Expert

For technology advisors interested in elevating their business and generating more revenue

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# Today's Bootcamp Series Topic

## *“How to Sell Cybersecurity without Being an Expert”*

A Guide to Selling Different Layers of Cyber Security and why it matters to your customers. Moving beyond FUD (fear, uncertainty, and doubt), looking for trouble, and staying in touch.



### **We'll be covering:**

- Moving beyond FUD (fear, uncertainty, and doubt)
- Looking for trouble
- Staying in touch



### **Knowledge You'll Gain:**

- Basic understanding of Quest's approach to Cybersecurity
- When to engage, what to look for, and how to help your customers
- Understanding Cybersecurity Fundamentals



### **Skills You'll Gain:**

- How to start the conversation
- Building Trust and Credibility



# — Understanding the “Why” will propel your success!



Clients are struggling to keep up with **security** capabilities and Vendors are sending mixed messages, and struggling to align services and point solutions to business outcomes.



**SASE** - So What? How does this help the business

**ZTNA** - So What? How does this help users

**MFA** - So What? How does this support clients

**NIST** - So What? How does this enable sales

**XDR/MDR/EPaaS** - So What? How does this prevent a breach?

# Buyers' "Why's" will be different but everyone has their own brand of trouble.

## Technical leadership Interests:

- Industry Best practices
- Analyst reports
- Peer groups ect.

## Financial leadership Interests:

- Risk management
- Efficacy
- Predictable cost models and ROI

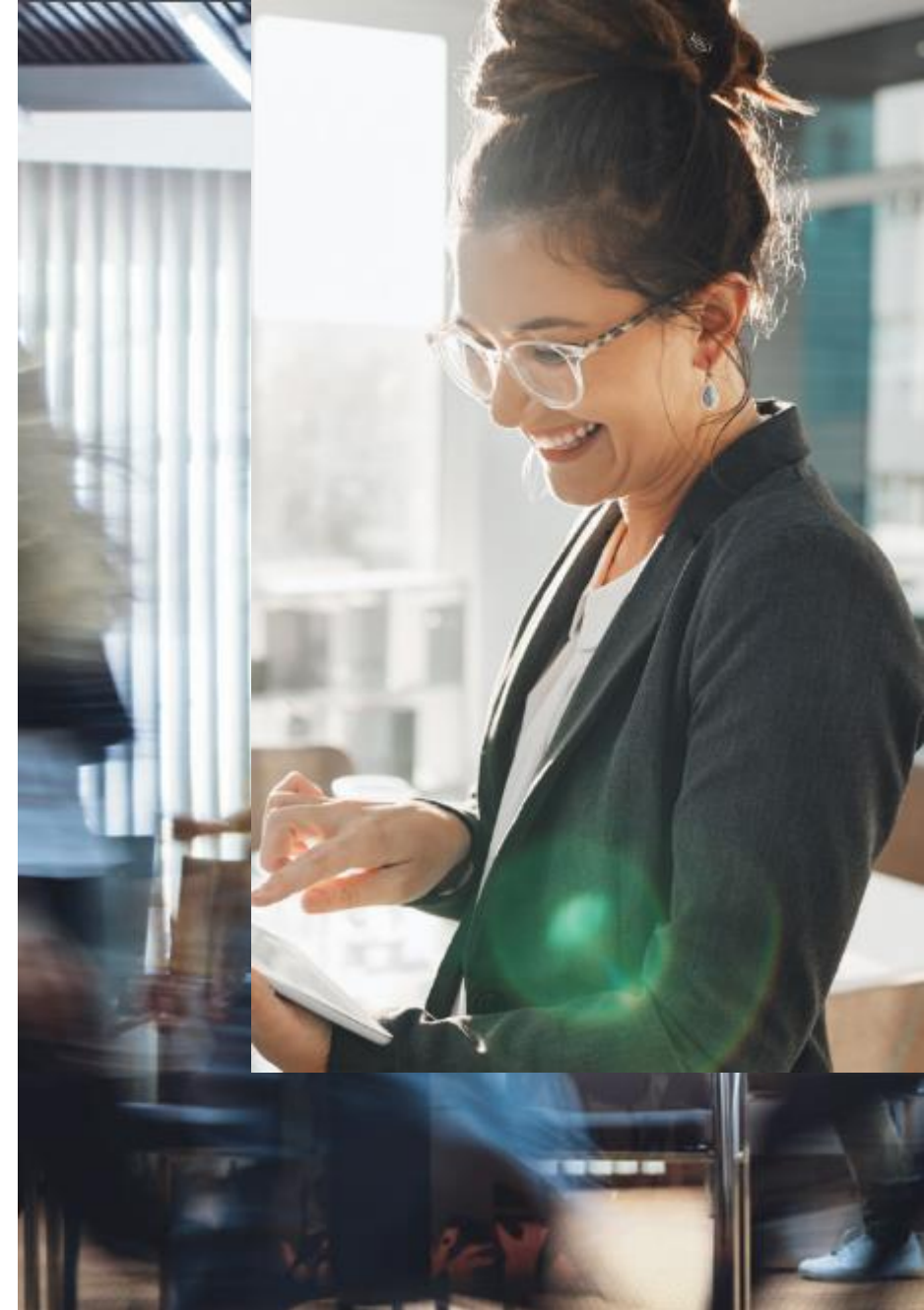
## Fiduciary leadership Interests:

- Organization's reputation, security, and people
- Client and investor confidence in the organization's maturity and stability

## Great! SO what?

Look for pain points regardless of who you are speaking with.

If there is no self-awareness from the client contact of pain/ trouble- you have a LOW probability of a sale. 99% of the vendor market will tell you to expose, generate, or create the need. Do not waste your time or your clients time with a pitch, ask questions, be curious and give short to the point real world relatable examples.





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## List of simple open-ended Questions from our Top Questions Document available on our Partner Portal.



<https://partnerportal.questsys.com/>

1. Have you conducted a business impact analysis for a data breach?
2. How do you manage and monitor everything that touches your network?
3. Do you work with 3rd parties to help audit or conduct penetration tests, social engineering, or white hat services?
4. Do you have a SIEM deployed today? Why?
5. Cybersecurity is a moving target; would you like some help with your security practice?
6. Do your web-based applications have any known vulnerabilities? Do you know or test? Who manages your web presence and applications?
7. How do you manage dual factor/Multi-factor authentication?
8. Do you have an acceptable use policy for corporate data?

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# Top 10 Reasons why you Should be Providing Cybersecurity Services to your clients

## 1. Growing Threat Landscape

With the increase in cyber threats, clients need comprehensive protection against a vast array of evolving digital risks.

## 2. Regulatory Compliance

Many industries face strict compliance mandates regarding data protection. Offering cybersecurity services helps clients adhere to these regulations and avoid hefty penalties.

## 3. Protecting Business Reputation

A single breach can severely damage a company's reputation. By offering cybersecurity services, advisors can help clients maintain trust with their stakeholders.

## 4. Financial Protection

The financial repercussions of a cyber-attack can be devastating. Offering cybersecurity safeguards clients' financial assets and protects them from potential lawsuits.

## 5. Data is the New Oil

In our data-driven world, information is a valuable asset. Protecting this asset is paramount for business continuity and success.

## 6. Competitive Advantage

Clients that prioritize cybersecurity can differentiate themselves in the market, offering reassurance to their customers and stakeholders.

## 7. Holistic Service Offerings

Advisors that include cybersecurity in their service portfolio offer a well-rounded approach, addressing all technology-related needs of their clients.

## 8. Proactive vs. Reactive

Cybersecurity services allow businesses to be proactive in their defense strategy, reducing the risk of breaches and minimizing potential damage.

## 9. Growing Demand

As awareness of cyber threats grows, so does the demand for cybersecurity solutions. Meeting this demand ensures technology advisors remain relevant and ahead of the curve.

## 10. Boosting Client Confidence

Demonstrating a commitment to cybersecurity instills confidence in clients, knowing that their critical data and systems are being safeguarded.

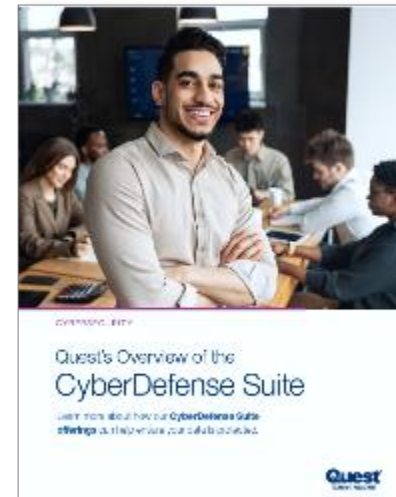
# Beans and Bullets vs. Sexy Weapons Systems. “Logistics win wars”

“Infantry wins battles, logistics wins wars.” So said U.S. Army General John J. Pershing, commander of American Expeditionary Forces in World War I



The enemy only has to be right once, so discipline and consistency is critical at every level. Lots of Vendors are trying to win battles (Point solutions), try to get your clients focused on the longer term. Higher success rate for your clients and predictable reoccurring revenue for you as a Quest partner.

- Patch management
- Back ups
- Defined user policies and user privileges
- Monitoring and alerting
- Log management
- Correlations/ SIEM
- Remote access
- MFA integration across all critical applications
- Anomaly-based Detection, MDR
- Incident response and incident containment



# Key Takeaways



## Key Takeaway 1

**Cybersecurity is a game of consistency and discipline.** Check-in with your clients and ask them about their plans at consistent intervals.



## Key Takeaway 2

**Selling on FUD is a short-term play,** discuss risks to the business and work with providers who can help with the business and operational conversations, not FUD and or Speeds/ feeds.



## Key Takeaway 3

**Hurry up and wait.** There will be challenges your clients will face and every one of us will get that phone call. Be prepared with your first move. No one is coming to save you. [IR@QUESTSYS.COM](mailto:IR@QUESTSYS.COM)





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Thank you for joining us today!

Would you like to learn more about Quest's capabilities?



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