



Quest Technology Sales Bootcamp Series

## Selling Comprehensive Cybersecurity Packages – Risk Management

Empowering Partners to Deliver Complete Security Solutions

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# Selling Comprehensive Cybersecurity Packages – Risk Management

In this final session of our Cybersecurity Sales Bootcamp webinar series, technology advisors will be equipped with strategies to effectively bundle and sell comprehensive cybersecurity solutions. The session will explore the benefits of offering bundled services and provide insights into crafting customized cybersecurity packages tailored to clients' specific needs.



## We'll be covering:

- **The Benefits of Bundling Services:** How combining cybersecurity solutions adds value for clients.
- **Customized Cybersecurity Packages:** Crafting tailored security offerings to meet client needs
- **Partnering with Quest:** Leveraging Quest's expertise for end-to-end cybersecurity solutions.



## Knowledge You'll Gain:

- **Bundling Strategies:** How to effectively bundle cybersecurity services for maximum client impact.
- **Creating Custom Packages:** Techniques for building tailored cybersecurity solutions.
- **Risk Management Focus:** Understanding the role of comprehensive cybersecurity in managing client risks.



## Skills You'll Gain:

- **Selling Bundled Solutions:** How to confidently sell comprehensive cybersecurity packages.
- **Positioning as a Trusted Advisor:** Techniques to position yourself as a key security partner without needing to be a cybersecurity expert.
- **Building Long-Term Relationships:** Strategies to foster client loyalty through ongoing cybersecurity engagement.

# The Benefits of Bundling Cybersecurity Services

- **Increased Value:** Bundling services provide a more comprehensive solution, addressing multiple security aspects for clients.
- **Simplified Management:** Clients benefit from a unified security approach, which reduces complexity and ensures all their cybersecurity needs are met.
- **Enhanced Client Loyalty:** Offering a complete solution builds stronger, long-term relationships, as clients see you as a trusted partner in their security journey.





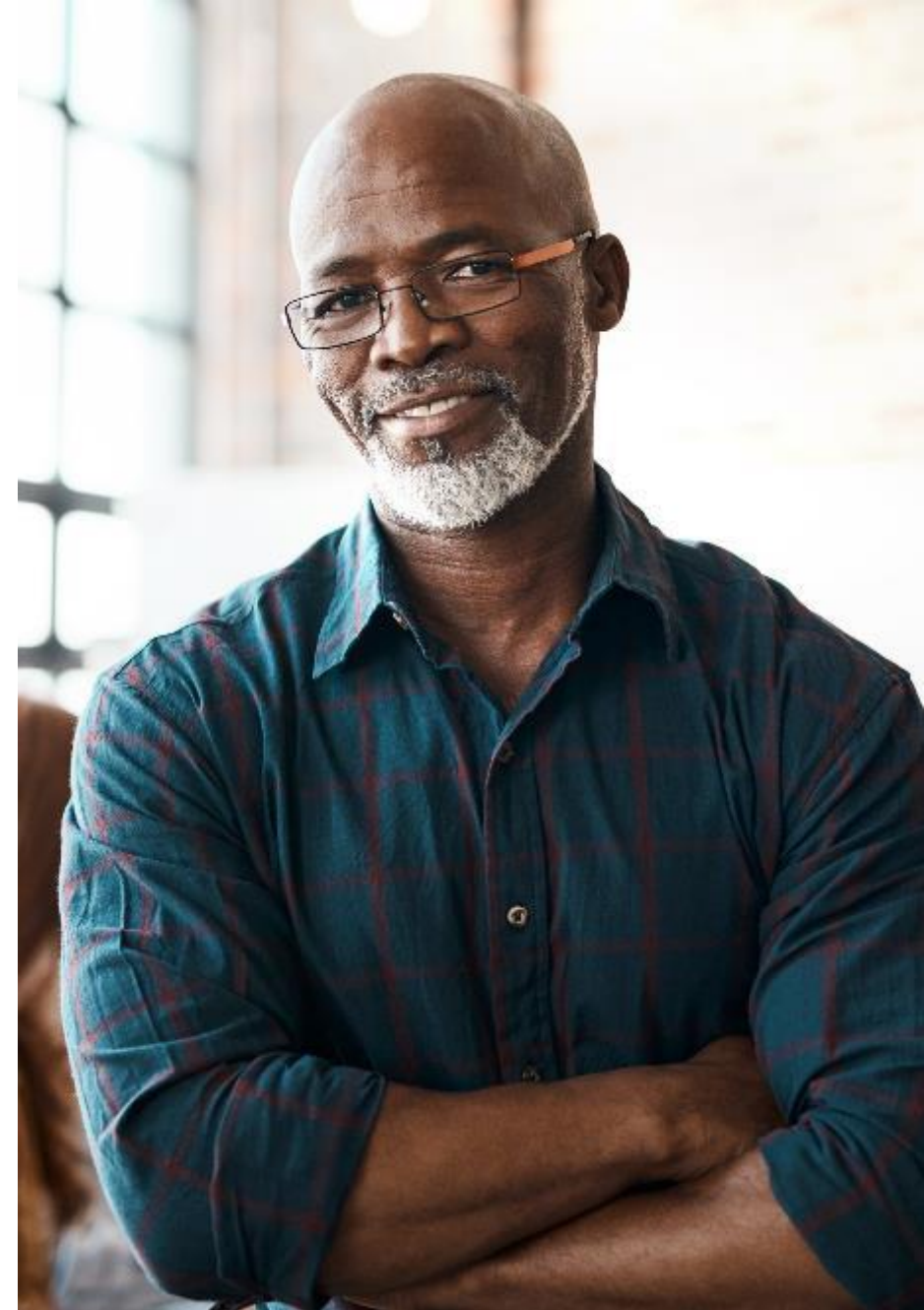
## Crafting Customized Cybersecurity Packages for Clients

- **Understanding Client Needs:** Tailoring solutions to address each client's specific security concerns and regulatory requirements.
- **Layered Defense Approach:** Combine various cybersecurity services—such as endpoint security, network protection, and compliance audits—into a cohesive package.
- **Scalable Solutions:** Ensure solutions are flexible and can grow with the client's needs, providing ongoing value as their business evolves.

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# Partnering with Quest for End-to-End Cybersecurity Solutions

- **Leverage Quest's Expertise:** Collaborate with Quest to offer a complete cybersecurity solution, from initial assessments to ongoing management.
- **Comprehensive Coverage:** Quest's CyberDefense Suite and other services provide all the tools needed to protect clients across all facets of cybersecurity.
- **Ongoing Support:** Rely on Quest's team for continuous support, ensuring that your clients receive top-tier service and protection.



# Power of Land & Expand

## Quest Cybersecurity Bundling Strategy for Mid Market Account

### Partner Program Case Study

- Assisted Living Community
- Locations 20
- 200 Technology users supporting 1,400 residents
- \$32 million annual revenue 2021

Example Does not include

- Additional \$150,000 in Commissionable NRC professional services
- Additional \$1.2M Commissionable product sales over the first 36 months
- Client renewed for 60-month term at end of original contract in 2022.

**ROI Analysis :** After Month 28 client was saving ~34% when including soft costs.

| Time       | Quest Service                                                                                       | New MRC  | TOTAL    |
|------------|-----------------------------------------------------------------------------------------------------|----------|----------|
| Month -0   | Firewall Support                                                                                    | \$8,000  | \$8,000  |
| Month- 3   | Helpdesk Service                                                                                    | \$7,200  | \$15,200 |
| Month -6   | Cybersecurity Service- Endpoint, SIEM, IR retainer                                                  | \$11,000 | \$26,200 |
| Month -8   | Managed Backups                                                                                     | \$3,000  | \$29,200 |
| Month- 14  | Professional Services Retainer- TOCS                                                                | \$4,000  | \$33,200 |
| Month - 18 | Virtual CISO – Audit assistance                                                                     | \$3,500  | \$36,700 |
| Month 24   | FWaaS+ Telecom Aggregation                                                                          | \$17,850 | \$54,550 |
| Month 28   | Managed Wi-Fi as a Service (Hardware, cabling, installation and ongoing support+ resident helpdesk) | \$24,000 | \$78,550 |



## Building Long-Term Client Relationships through Cybersecurity

- **Positioning for Trust:** By offering comprehensive cybersecurity solutions, you establish yourself as a long-term partner invested in your clients' success.
- **Proactive Engagement:** Regular assessments, check-ups, and updates keep clients informed and protected, reinforcing your role as a proactive advisor.
- **Continual Value Delivery:** As clients' needs evolve, your ability to adapt and expand their security packages ensures they remain loyal to your services.

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# Sales Techniques: Different Approaches to the Cybersecurity Conversation and Door Openers

- **Assessment-Led Conversations:** Start with a cybersecurity assessment to uncover potential risks and tailor your recommendations.
- **Quest's Cybersecurity Check-Up Program:** Offer a check-up to provide clients with a comprehensive view of their security posture.
- **Annual Pen Tests for Compliance:** Use required annual penetration tests as a key component of your security packages, addressing both compliance and risk management needs.





**CYBERSECURITY**

## CyberDefense Suite

Quest offers protection and visibility across your network. Our expert resources and sophisticated tools let you triage your needs and determine which actions to take. Rest easy knowing that Quest's cybersecurity professionals are watching your environment in real-time and around the clock.

**Endpoint Device Security/EDR**  
Quest offers full endpoint detection and response (EDR) services. Powered by AI and Cylance, our Endpoint Protection as a Service (EPaaS) provides reliable monitoring and alerts so you can handle suspicious events immediately.

**Email Security Protection**  
Quest's Email Security Suite (powered by Proofpoint) helps you protect your people, data, and brand, no matter how complex your deployment is.

Learn more about Quest's Cybersecurity services.



- Endpoint Device Security/EDR
- Email Security Protection
- Device Monitoring/Alerting/MDR
- Vulnerability Scan/Attack Surface Management
- Patch Management
- DNS Security
- Password Protection/Breach Detection
- MFA: Multi-Factor Authentication
- SIEM: Security Information & Event Management
- ZTNA: Zero Trust Network Access
- Immutable Storage

**Quest**  
TECHNOLOGY MANAGEMENT

## CyberDefense Suite

MSSP Opportunities related to any CyberDefense Suite core services: Endpoint Device Security (EDR), Email Security, Device Monitoring/Alerting, Vulnerability Scan, Patch Management, DNS Security, Password Protection/Breach Detection, Multi-Factor Authentication, Security Information Event Management, Zero Trust Network Access, Immutable Storage

## Case Study

Signature Win: Regional non-profit with 250 employees not getting consistent support or visibility to their cybersecurity through their current MSSP. Select CyberDefense Suite services delivered more security plus a 10 percent savings.

[https://www.questsys.com/wp-content/uploads/2022/10/CyberDefense\\_Suite\\_LFormat\\_v1.2-1.pdf](https://www.questsys.com/wp-content/uploads/2022/10/CyberDefense_Suite_LFormat_v1.2-1.pdf)



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



## **Evolving Threat Landscape:**

Businesses face increasingly sophisticated cyber threats, making comprehensive cybersecurity essential to protect their operations and data.



## **Regulatory Compliance:**

Many industries require strict adherence to regulations and standards, necessitating robust cybersecurity measures to avoid penalties and ensure compliance.



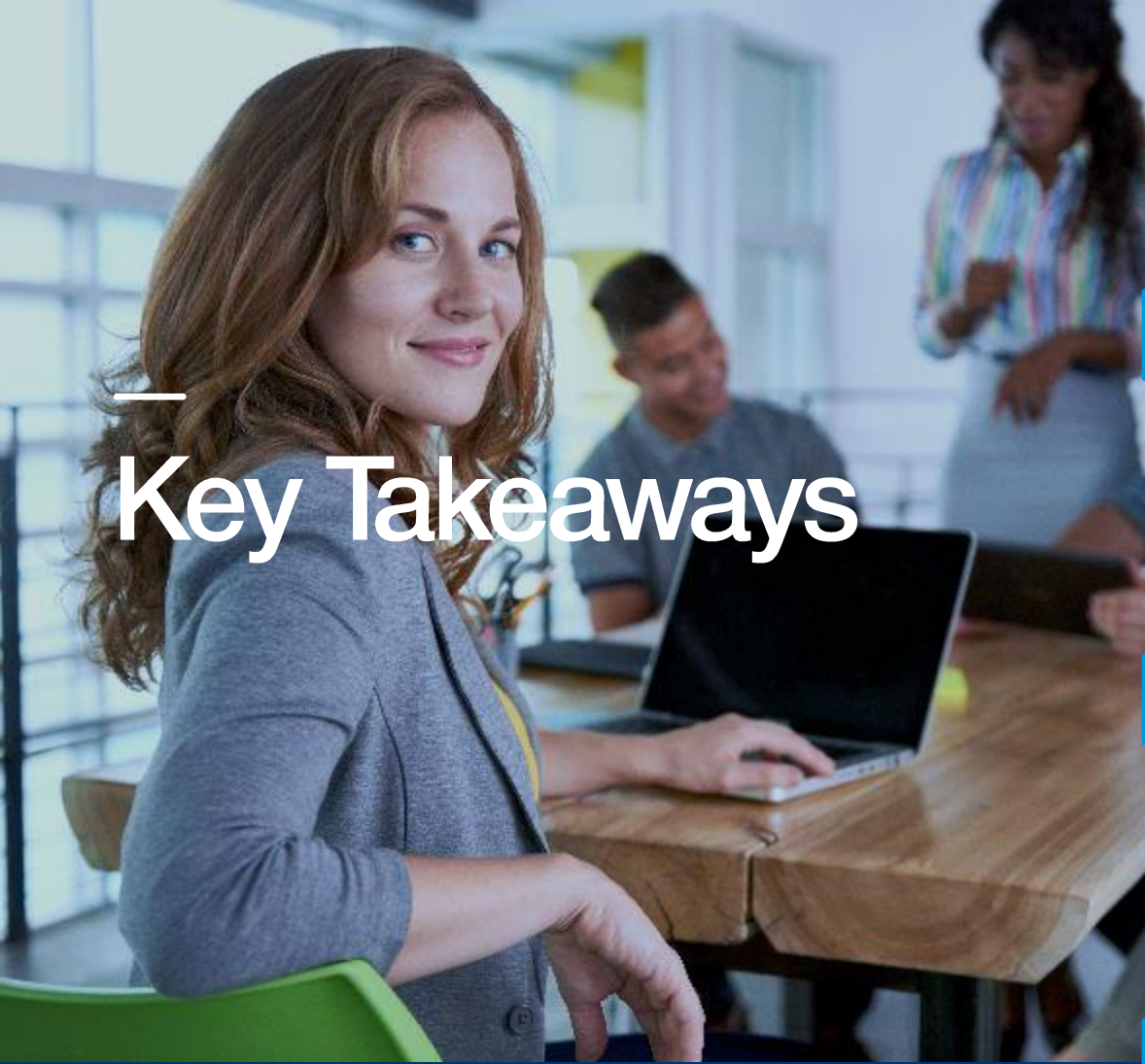
## **Business Continuity:**

Businesses need to quickly recover from cyber incidents, minimizing downtime and operational disruptions.



## Partnering with Quest for End-to-End Cybersecurity Solutions

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# Key Takeaways



## **Bundling is Key**

Combining cybersecurity services into comprehensive packages provides significant value to clients and simplifies their security management.



## **Customization Drives Success**

Tailoring these packages to client needs positions you as a trusted advisor and strengthens client relationships.



## **Quest is Your Partner**

Use Quest's expertise and resources to confidently offer complete cybersecurity solutions, ensuring your clients' security needs are fully met.



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**Thank you for  
joining us today!**

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



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Quest

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**We hope you enjoyed today's webinar!**

Check out our schedule below to register for our next one:



<https://lp.questsys.com/quest-partner-bootcamp-series-overview>

