Selling Security Made Simple



Discovery Questions

1. What are your security initiatives for this year and beyond?
2. How many people do you have dedicated to security?
3. What do you perceive as your companies' major security risks?
4. Have you had a security incident and how did you handle it? What was the impact on the company?
5. Do you have people working remotely? If yes, how are you controlling user access?
6. How are you monitoring your security alerts?
7. What does your security investment look like today?

Objections

- We don't need more cybersecurity solutions. What we have already works.
  Cybersecurity is a growing concern for almost all businesses, especially with an increasingly distributed work environment and more connected devices. The protection you had in the past may no longer work. Your business needs extra protection against costly cyberattacks.
- We are looking at other providers for our cybersecurity.
  Comcast Business is redefining network management. Our secure network solutions integrate with our nationwide connectivity, advanced security solutions from Versa and Palo Alto Networks, and a unified digital experience.
- We aren't sure our business needs to be investing in cybersecurity.
  Businesses can't afford to ignore cybersecurity. The average cost of a data breach in 2022 was $4.35M. Protecting your business against this potential is a necessary financial decision.
- We have Jane Doe who manages our security.
  Excellent! We would enjoy the opportunity to speak with "Jane". Security is built into any of our solutions, and we want to make sure you can leverage all the capabilities available to you. Enterprise security teams manage an average of 76 discrete security tools – how does "Jane" manage your security tools? Is "Jane" monitoring the environment 24/7? How is the incident response handled when something happens?
- There haven't been any attacks on my organization so far, so I don't think I need cybersecurity.
  It is important to have protection now before an attack occurs. Mid-Market businesses are constantly under attack from cyber criminals – research shows that 83% of organizations have had more than one data breach.

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