PRACTICAL GUIDES

02 / EN

Talk about cybersecurity. Without the scare tactics.

A conversation guide for IT service providers.



MARKETING + SALES

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A conversation guide for IT service providers.

01 / Open with context

“Which activity would be hardest to stop for a day?” This is a business question. It does not assume a vulnerability and lets the person decide what to share.

02 / Ask how things work today

“How do you check that recovery works? Who takes part?” Explore ownership and process, without requesting passwords, configurations or confidential documents in an introductory call.

03 / Listen for the friction

Reflect a difficulty in plain language: “So the question is who makes the decision during an interruption, correct?” Confirm your understanding before proposing a product.

04 / Agree a proportionate next step

A meeting with the technical owner may be more useful than an immediate sales proposal. Any technical assessment needs an agreed scope and authorisation. This guide is not a security audit.

When you hear an objection

Illustrative examples to adapt to your context. No guaranteed outcomes.

“We already have a provider.”

“Good. There is no need to replace them by default. Is there a decision or check where another perspective would help?”

“We have no budget now.”

“Understood. What information would help you decide whether and when to allocate resources?”

“Send me something.”

“Of course. Would a responsibility sheet or questions for your IT contact be more useful?”

“It is not a priority.”

“That is fine. There is no reason to force a proposal. If circumstances change, we can start with what matters to you.”

No manufactured fear, promises of total protection or diagnoses without evidence. A good question comes before a strong pitch.

Your working sheet

The audience and their problem

What you have already tried

The bottleneck

The next step and its owner

A useful conversation, with or without us.

30 min / https://www.growinmarketing.ch/en/prenota-call/