

Security Essentials for Sales



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To sell security products you need to understand the different concepts of securing networks. Security assessments are valuable paper works that often determine the concept of securing networks at customer sites. Every customer has its own emphasis on securing networking elements. A bank needs different security products than the grocery store.

As a sales person you deal with different people with different roles within their organisation. You have to speak their language. So you need to speak the 'security' language of a board director, a project manager and even of a technician. The Security Essentials for Sales Training teaches you how to do this. In one day, you learn different concepts of securing actual networks, how to translate functional elements of a concept into technical elements, how to translate technical elements in benefits for customers and to position your security products better.

Course Contents

- Concepts & Functionality: overview of the different networking security components primary based on the (Cisco) Security Architectures for Enterprises Model
- All security components will be discussed from Firewalls to Remote Access/VPNs, to IDS/IPS and secure management
- Products & Positioning: overview & positioning security product portfolio from different vendors & optional services
- Cases
- What it is that makes the opportunity (qualification of a lead), therefore you need to know which questions to ask your prospect
- Which products and services can fill in customer needs, therefore you need to know your own products and services by heart and how to position them (among competition)

Target Group

Sales with little experience in selling specific security products and solutions.

Knowledge Prerequisites

None.



Reservation and Registration

We will be glad to make a free and non-binding course reservation for you for the duration of two weeks. On www.experteach-benelux.com under *Registration*, you can conveniently make course reservations, registrations, and hotel reservations. Alternatively, call us under +31 (0)76 52 32 950.

For closed groups of participants, we can modify the course contents according to your requirements. Do not hesitate to contact us!



1 day

€595 exclusive of V.A.T.

Course date (dd.mm.yy)/Location

Course dates available on request

Up-to-date information: www.experteach-benelux.com

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