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# Market & Sell Cybersecurity On a Budget

Presented by Maddie Metheny & Jay Ryerse



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# Agenda

**1** Opportunity

**2** Challenges

**3** Align Sales & Marketing Teams

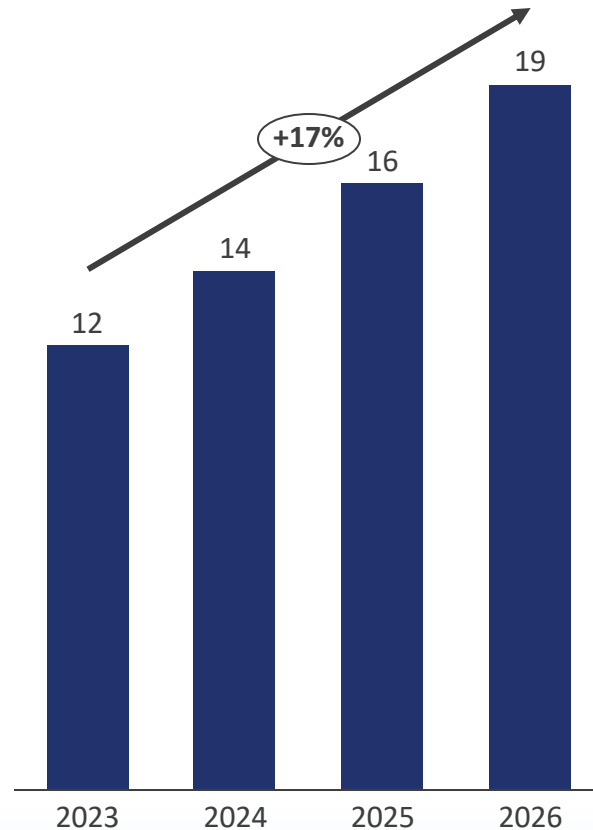
**4** 3 Marketing Strategy Tips for Small Budgets

**5** Change the Conversation to Drive More Sales

**6** CTA + Q&A

# NA SMB managed cybersecurity grows to ~\$20B by 2026

NA SMB Managed Cybersecurity TAM, \$B



## Key Security Investment Drivers and Trends

- **NA SMBs are Financially More Attractive Targets:** Average SMB revenue and digital maturity of NA SMBs much higher than observed in other regions; almost 1 in 3 US SMBs that experienced a cyberattack had to shut down their business
- **Being Prepared is Top of Mind:** Incident response preparedness is becoming important for NA SMBs – vulnerability testing, training, rehearsing responses to actual cyber events are on the rise
- **Improving security readiness:** 1 in 2 SMBs have a security plan and another 30% are in the process of putting one together
- **360° Protection Driving Spend:** Opting for holistic security given more digitalization - on-prem/cloud workloads, devices, physical/virtual servers, endpoints, networks and web gateways
- **NA MSPs Maturing Rapidly :** NA MSPs have more experience with cybersecurity and have been developing their V-CISO capabilities over the last few years – overall more strategic in their approach and service offerings
- **Cybersecurity Insurance on the Rise:** More SMBs are opting for cyber-insurance; insurers now require SMBs to have adequate controls and protection in place to minimize their losses

Source – Analysys Mason and Internal ConnectWise analysis of various public sources (Gartner, Statista, Orange.com, US GAO, Up City, etc.)

# Top Challenges MSPs Face



## Accelerating Recurring Revenue

How quickly can you go to market with a new managed service?



## Scaling Staff Productivity

Use of multiple individual tools negatively impacts productivity and gets worse with portfolio expansion.



## Sales Growth + Go-to-Market

Lack of visibility into SMB trends and pain points makes it challenging to target the most preferred customer segments.



## Conveying Business Value

More providers are transforming into MSPs, so conveying business value and service differentiation is getting harder.



## Attracting + Retaining Talent

Increasingly, MSPs are competing against global technology firms to hire and keep talent.



## Increased Risk + Liability

MSPs are now actively targeted by threat actors, and customers tend to blame MSPs for breaches.

Then comes the challenge of a low budget...



# The Revenue Plane



# The Revenue Plane



**WORK AS ONE TEAM THAT  
DRIVES GROWTH!**



# Proper Planning & Expectations



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# Rule of 78s

Target	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	
	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1		\$1
Jan	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$12	
Feb	\$0	\$1	\$1											
Mar	\$0	\$0	\$1											
Apr	\$0	\$0	\$0											
May	\$0	\$0	\$0											
Jun	\$0	\$0	\$0											
Jul	\$0	\$0	\$0											
Aug	\$0	\$0	\$0											
Sep	\$0	\$0	\$0											
Oct	\$0	\$0	\$0											
Nov	\$0	\$0	\$0											
Dec	\$0	\$0	\$0											
<b>MRR</b>	\$1	\$2	\$3											

# Align on Goals

*Reverse the funnel*



# Align on Goals

Calculate the # of new clients you need



Average customer  
MRR of \$5,000

$$\$50,000 / \$5000 = 10$$

# Align on Goals

Calculate the # of opportunities you need



# Align on Goals

*Calculate the # of opportunities you need*



5% Average Conversion Rate

$40 / .05 = 800$



# 3 Marketing Tips for Small Budgets



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# 3 Marketing Tips for Small Budgets

1

Activate your team

2

Build your brand

3

Invest in low-cost  
channels



# #1: Activate Your Team

## Employee Advocacy

### *Why?*

When colleagues share support for your company they inform, educate, and engage their peers.

### *How?*

- Incentivize your employees to become brand ambassadors
- Get them to share on social, email, chats, forums, discussion board, etc.

## Client Referrals

### *Why?*

Your most powerful lead generation tool is word of mouth.

### *How?*

- Create a referral program
- Have employees ask for referrals on calls with clients

# #2: Build Your Brand

## Power of Content

### *Why?*

Positions your company as a cybersecurity thought leader and subject matter expert.

### *How?*

- Incentivize your employees to become brand ambassadors
- Get them to share on social, email, chats, forums, discussion board, etc.

## Get Out There

### *Why?*

Being out in the community keeps you top of mind for people that aren't quite ready to buy.

### *How?*

- Attend local networking events as a way to meet new potential clients
- Find local events to sponsor
- Brand your company vehicles
  - Think driving billboard

# #3: Invest in Low-Cost Channels

## No Cost

### Social Media

Social media is a great way to further your relationships with your customers and give prospective clients a way to learn about your company.

### Email

Creating a mailing list and sending out regular emails can serve as:

- A reminder that your business is there to help.
- An introduction of new offerings that you want to share.

## Low Cost

### Website

Incorporate high search volume and lower competition keywords throughout the copy on your website and optimize for site speed, and user experience.

### Google Ads

Advertising on Google can be an easy, low-cost way for you to reach a large number of potential clients.

- Narrow your advertising efforts to include only your local market and search terms that match your business—like “outsources cybersecurity” or “cybersecurity services”.

Change the Conversation to Drive  
More Cybersecurity Revenue



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# Most Common Reasons They Say No

They are too small to be a target

Their data isn't important to hackers

They thought they already bought A/V, a firewall, and backups

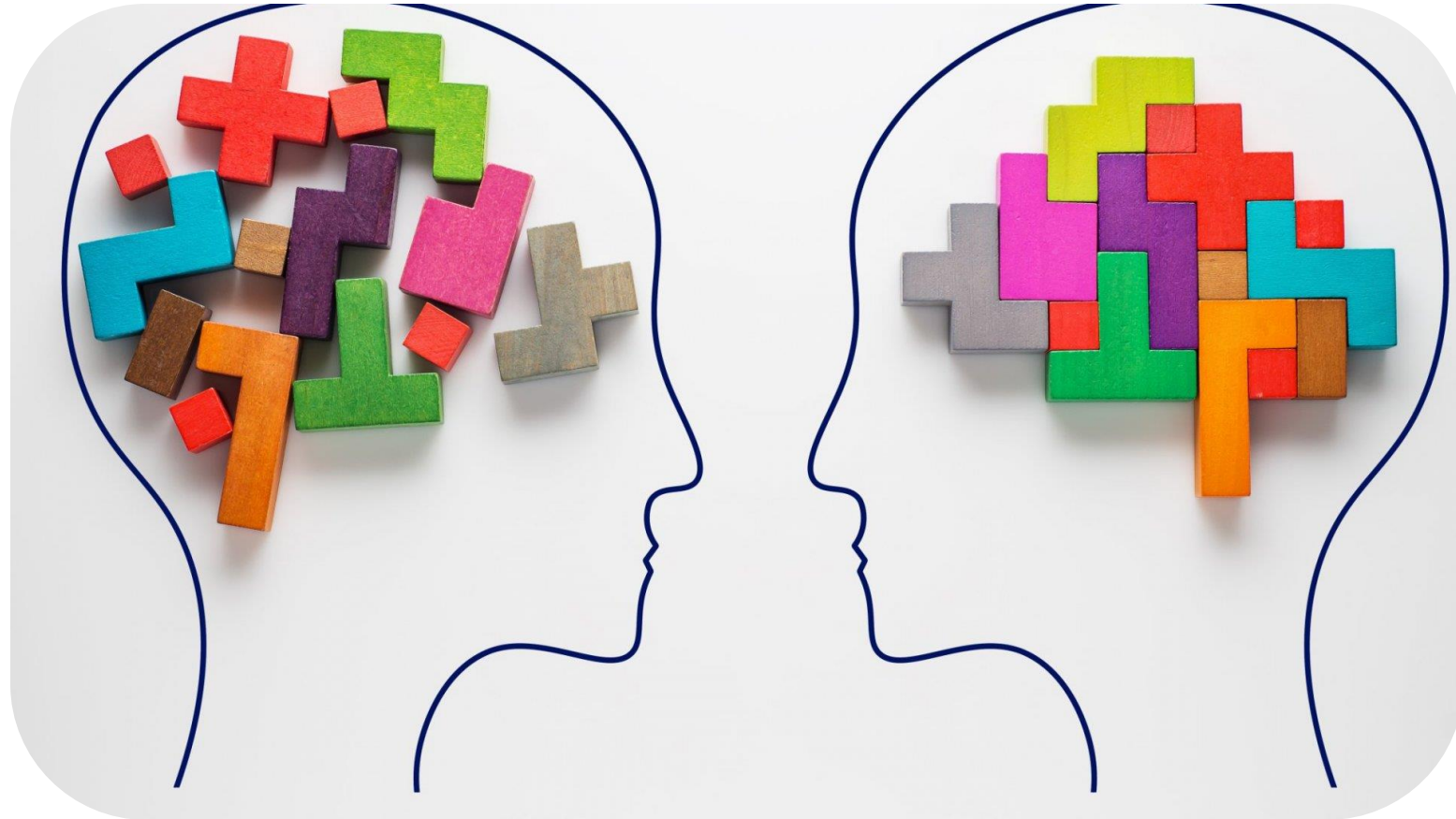
**They believe your MSP includes cybersecurity**

# What is cybersecurity?

~~Cybersecurity is the body of technologies, processes and practices designed to protect computers, handheld and other Internet connected devices, networks, programs and data from attack, damage, or unauthorized access.~~

**Cybersecurity is about managing risk. For most businesses, security is a cost center, so security only makes sense to the extent that it reduces business risk or saves money.**

# What Needs to Change for Success



- Change the mindset
- Change the conversation

# What's the Objective

Your clients need security

They won't buy what they don't understand

Build a process to do security **WITH THEM**



# Questions you can ask to change the conversation

- Most business leaders I speak to are challenged with knowing what technology should go into their cybersecurity stack to protect their data as well as how to license it, how to respond to a potential incident, and most importantly, how to support it. How have you solved for those issues?
- Describe your cybersecurity team, their duties, and day to day processes? Where do they excel and where do they struggle? (How many certified engineers, cyber specific certs, are they overworked, etc.)
- How do you handle 24x365 cybersecurity monitoring and management today? (Listen for outsourced services. Challenge what they mean by 24x365 (on-call reps need to sleep too!))

# Questions you can ask to change the conversation

What types of questionnaires has your insurance company requested related to annual renewal coverage and your cyber policy?

When you last met with your current service provider to discuss risk, what did they identify as the top 3-5 issues you face for cybersecurity?

What would you like from <<Insert MSP Name Here>> to help you on your cybersecurity journey? (and why?)

What should we do next? Would it make sense to speak with one of our experts?

# ConnectWise Cybersecurity Management

Everything you need to build, launch, and grow a successful cyber practice

## Identify & Resolve Vulnerabilities

### Risk Assessment

Pre-sales tool for endpoint risks & vulnerabilities assessment, including dark web exposure

### Vulnerability Management

Continuous endpoint scanning for vulnerability prioritization and management

### Identify Assessment

NIST CSF framework-based assessment questionnaire

## Secure & Streamline Access

### MFA/SSO

Endpoint and application protection through MFA/SSO and Elevated Access

## Protect Endpoints & Apps On-Prem/Cloud

### EDR

Monitor endpoints to detect, contain & respond to malicious activity

### MDR

EDR coupled with 24/7 ConnectWise SOC monitoring & response

### SaaS Security

SaaS application monitoring coupled with 24/7 ConnectWise SOC monitoring & response

## Collect & Analyze Log Data

### SIEM

Centralized log collection, analysis, & compliance reporting

### Co-Managed SIEM

SIEM solution coupled with 24/7 ConnectWise SOC monitoring & response

## Respond & Remediate Cyber Incidents

### Incident Response Service

Retainer & on-demand-based 24/7 IR services to respond to worst-case security incidents

### Business Continuity & Data Recovery

Backup and recovery services

### Co-Managed BCDR

Backup and recovery services coupled with 24/7 ConnectWise NOC management

## Compliance & Certification

Get certified against industry regulations, such as SOC, PCI, CMMC, IT security standards like NIST and ISO, and develop plans for security compliance aligned to frameworks like MSP Trustmark.

SASE

### Secure Internet Access

Protect endpoints when connecting to networks, Web & SaaS apps

### Secure Private Access

Zero-trust network & cloud access for on-prem & remote users

Cyber Research Unit

ConnectWise SOC

Partner Program

Ecosystem Solutions

IT Nation | Education

#ITNation



IT NATION

# ConnectWise University | Certify



CONNECTWISE University

I need help with

Welcome back **Jay**  
Sign Out

2 Alerts

Home ▾ Implementation Support ▾ **Education ▾** Documentation ▾ Consulting ▾ Community ▾ Whats New

Home / ConnectWise Certifications / ConnectWise Cybersecurity Certifications

## Cybersecurity Certifications

**THE BIG IDEA:** Become your client's go-to security expert by joining thousands of MSPs worldwide in obtaining MSP-specific cybersecurity training to protect your own practice, gain confidence in your ability to provide cybersecurity services to your clients, and drive security sales growth.





# Action Items

On a Budget Recap



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# **CONNECTWISE<sup>®</sup>** Partner Program

**For ConnectWise partners**

Scan the QR code to apply to the program and take the next step in growing your business.



# Q&A



*Don't forget to fill out your*

# **SESSION SURVEY**