



# Trust Issues

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# PATRICK BEGGS

CISO CONNECTWISE



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EVANGELIST CONNECTWISE

THE  
AGENDA  
BREAKDOWN

01

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## SHOPPING LIST

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Identify your shopping list of security tech. Go shopping.

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02

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## PARTNER-VENDOR EXPECTATIONS

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What Partners expect from a vendor-partner relationship.

03

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## RETURN ON RELATIONSHIP

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How to approach and facilitate strong business relationships.

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TIP #1

# SHOPPING LIST

## The A-B-Cs

You don't need a huge shopping list.  
You need the correct shopping list.





DETERMINE  
GAP  
ANALYSIS

CONNECTWISE  
INVENT PARTNERS

Alien Vault  
DUO  
Cylance  
Cofense  
SentinelOne

IOT/ IIOT SECURITY



MOBILE SECURITY



CLOUD SECURITY



THREAT INTELLIGENCE



BEHAVIOURAL DETECTION



DECEPTION SECURITY



RISK REMEDIATION



NETWORK & ENDPOINT SECURITY



CONTINUOUS NETWORK



QUANTUM ENCRYPTION



WEBSITE SECURITY



TIP #2

# EASE OF DOING BUSINESS

## Keep It Simple

Partners want simplicity and the ability to immediately see the value a Vendor brings to their conversations. They want to see margins, understand your expectations, and have a roadmap that will allow them to sync with your offerings.

VENDOR  
PARTNER  
RELATIONSHIP

## Ease of doing business.

01

Vendors who communicate without bombarding.

02

Frictionless, seamless transactions.

03

Partner-facing teams that take a more consultative approach.



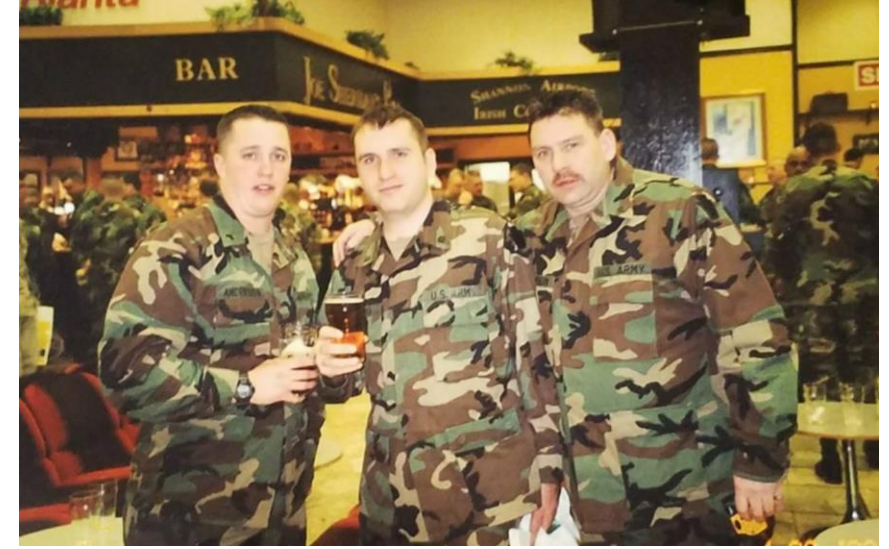
TIP #3

# RETURN ON RELATIONSHIP

## How To Approach A CISO

Understand the space a CISO operates in.  
Not all CISO's are equal, and economy to scale is crucial.





## MIX AND MINGLE

Get moving.  
Patience v. Persistence.  
Simple, not complex.

## LAW OF NUMBERS

What you know.  
What you can find out.  
Personalize whenever possible.

## MAKE IT PERSONAL

Be real and authentic.  
Keep it sincere.  
Let conversations unfold.

DON'T DO THIS



## SIT AND STARE AT THE SCREEN

Stop relying solely on the list of prospects on your computer.

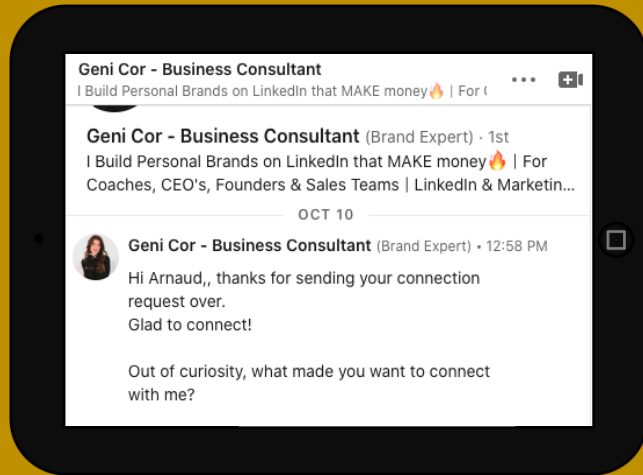
DO THIS



## MIX, MINGLE AND MAKE FRIENDS

It takes 8 touches in the sales process to convert prospects to customers.

DON'T DO THIS



## THE COLD CONNECT ON LINKEDIN

Just because they 'swiped right' doesn't mean they want to date right away.

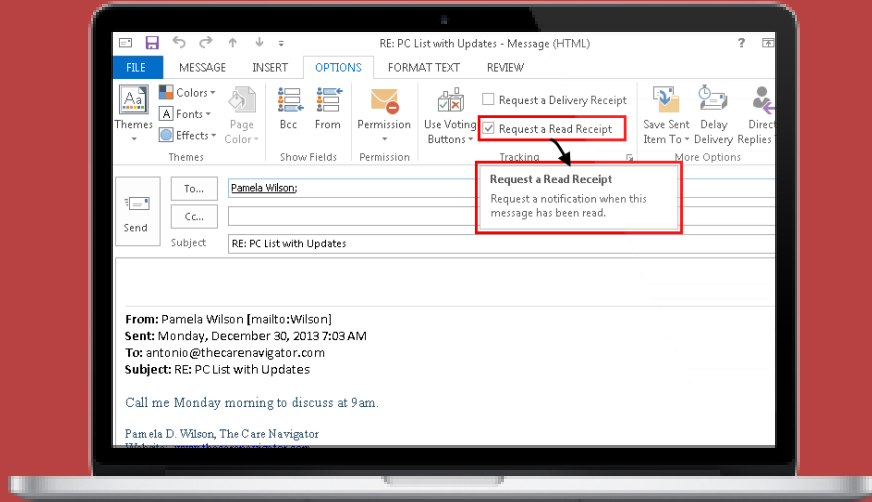
DO THIS



## PATIENCE IN PROSPECTING PAYS OFF

Use LinkedIn best practice to make connections *and* meet them at the bar.

**DON'T DO THIS**



## THE DREADED 'READ' RECEIPT

Ain't nobody want to confirm that they received and read an email.

**DO THIS**



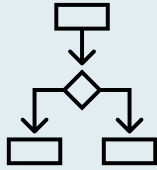
## THE PERSONALIZED TOUCHPOINT

70% of (CISO) customers expect some level of in-depth personalization.



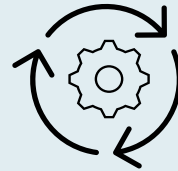
# Cybersecurity Co-Sell Program

[www.connectwise.com/company/partner-services/partner-program](http://www.connectwise.com/company/partner-services/partner-program)



## STRATEGY CREATION

Build a winning go-to-market strategy



## LEAD GENERATION

Provide campaigns and content to drive demand



## SALES COACHING

Teach your sales teams what good looks like



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No read receipts, please.



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