



IT NATION™

SECURE

hosted by  CONNECTWISE

WHY DISCOVERY IS BROKEN (AND HOW TO FIX IT)

Presented by Jennifer Bleam



MSP Sales
—REVOLUTION—

IT NATION™

SECURE

WHO IS JENNIFER BLEAM ?



SALES STUDENT & LEADER



BEST-SELLING AUTHOR

Customer reviews
 ★★★★★ 4.6 out of 5
 45 global ratings

5 star	82%
4 star	8%
3 star	5%
2 star	0%
1 star	5%

How customer reviews and ratings work

Look inside

AMAZON #1 BESTSELLER

SIMPLIFIED CYBERSECURITY SALES FOR MSPs

The Secret Formula For Closing Cybersecurity Deals Without Feeling Slimy
 JENNIFER BLEAM

Simplified Cybersecurity Sales For MSPs: Formula For Closing Cybersecurity Deals Without Feeling Slimy Kindle Edition
 by Jennifer Bleam (Author) | Format: Kindle Edition

#1 New Release in Two-Hour Business & Money Short Reads

See all formats and editions

Kindle \$4.99	Paperback \$4.99
-------------------------	---------------------

Read with Our **Free App** | 2 New from \$4.99

Selling was already challenging enough.

Most Managed Service Providers slog their way through sales because they know value to their clients. But now that cybersecurity has become a mandatory conce...

WHAT I'LL COVER

01

WHY “discovery”
is broken

02

HOW to conduct
an effective
discovery

03

Strategies for
uncovering
business
challenges, goals,
and priorities

04

Overcoming
technical bias

CONNECT WITH ME

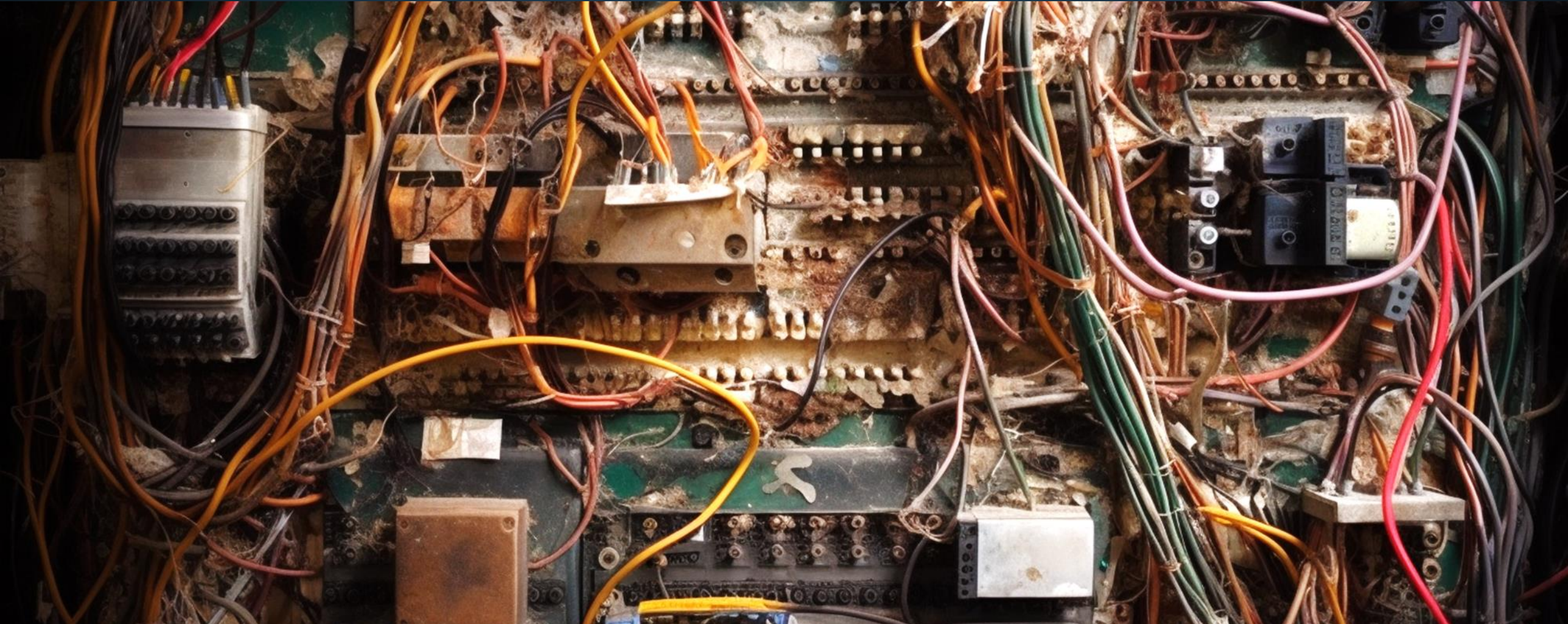


Cybersecurity
Sherpa



Jennifer@MSPSalesRevolution.com

WHY DISCOVERY IS BROKEN



COMMON MISTAKE: ASSUMPTION



81%

**of buyers want
you to listen**





24%

**of sellers
actually listen**

HOW TO CONDUCT EFFECTIVE DISCOVERY



THE 3 "B'S OF DISCOVERY

Be Patient

Be Inquisitive

Be Persistent



4 DISCOVERY CHECKPOINTS

4 | Prospect Personally

3 | Role

2 | Department

1 | Company





STRATEGIES FOR DISCOVERY

OVERCOMING TECHNICAL BIAS

RECAP

81%

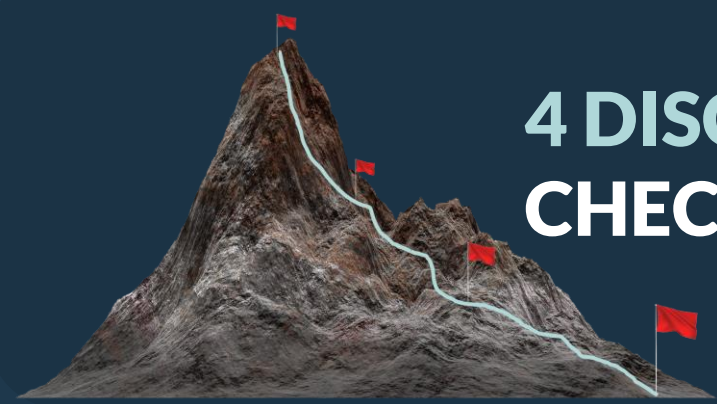
of buyers want you to listen

24%

of sellers actually listen



**THE 3 "B" S
OF DISCOVERY**



**4 DISCOVERY
CHECKPOINTS**



CURIOUS?



Jennifer@MSPSalesRevolution.com

Don't forget to fill out your

SESSION SURVEY