Rep: "Hi (FIRST NAME), this is (REP NAME) calling from (MY COMPANY NAME). We work with a specialist Security Awareness and Anti-Phishing company to raise end-user awareness of cyber security threats. Does Information Security fall under your responsibility at (COMPANY NAME)?"

Prospect: "Yes that's my responsibility."

Rep: "Okay great, and what do you currently push out to your staff around security awareness training and phishing?"

Prospect:
1. We don't push anything out currently
2. We do this ourselves / we're covered
3. We already have a provider.

Rep:
1. "No problem. We're finding a lot of organisations are growing concerned with making sure their staff are trained on things like spotting phishing emails and using secure passwords, so are now looking at ways to efficiently raise security awareness. Our platform automatically sends out tailored training modules and phishing simulations to your staff, so you know they're getting relevant information on information security best practice without needing to manage a system yourself manually."

2. What does that training entail? (e.g. find out how it's delivered, who creates it, how long does it take to create and complete, how do they track it. You don't need to ask all of these, but use some to understand more about pain points.)

   If they already have a provider, go to response 3. If they do it themselves, say this:

   "We're finding a lot of those in infosec are spending a lot of time creating and delivering training in-house. We specialise in this area with 36 dedicated modules, and with our automated platform have an admin-lite way to ensure your staff are receiving up to date, relevant information without you needing to dedicate time managing this, and you can also test their responses to phishing emails through our simulation tool."

3. Fact find - who they're using, experience with the provider, when the renewal is due.

   If their renewal is more than 3 months away, offer to send an email across and to get back in touch again 2-3 months before renewal date and end the call then.

   If the renewal is within the next 3 months:

   "It's great that you take security awareness seriously, and with your renewal coming up soon it's always beneficial to spend 30 minutes taking a look at alternatives to see if there's something which may be even better suited to your staff, and potentially reduce your admin time too."

End your response to 1, 2 or 3 with this question (unless their renewal is 3+ months away):

"Does it sound like this could be of interest at (COMPANY NAME)?"

IF YES:

Rep:
"Okay perfect, in that case it would be great to show you how our platform works in practice via Webex - when would be a good time on your end for a 30 minute demonstration with one of our Account Managers?"

IF NO:

Rep:
"No problem, I appreciate this may not be the right time to discuss this at the minute. Would it be alright if I sent over some information via email so you have that to hand should things change, and maybe check in again in a few months?"