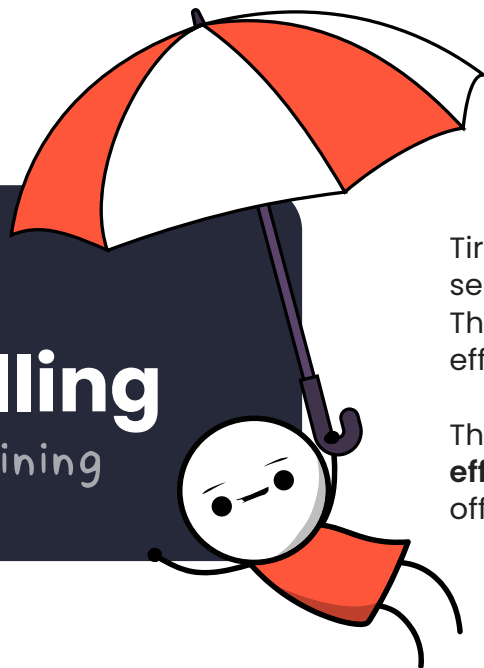


The Ultimate Guide to Upselling

Security Awareness Training



Tired of software sales noise? Upselling the right cybersecurity services can **boost your revenue and keep customers loyal**. This one-pager shares simple, actionable strategies for effective upselling.

The easiest upsell is Security Awareness Training (SAT)—**low effort, cost-effective**, and a **seamless addition** to bundled offerings for a hassle-free revenue boost.

What's In It for You:

Global spending on security awareness training is predicted to exceed **\$10 billion by 2027**.

Healthy profit margins on an affordable tool.

Why SAT Matters:

95% of breaches occur due to human error, not tech failures.

SAT equips employees with the skills to spot and stop phishing attacks, cutting susceptibility by **up to 87%**.

ROI: For every \$1 spent on SAT, organisations save **\$3.50 in breach costs**.

A Proven Framework

8 Steps to Ease Upselling:

1. Facilitate Regular Security Assessments

- Provide free risk assessments (e.g. *FREE Goldphish simulated phishing baseline tests*) to pinpoint vulnerabilities.
- Use results to reveal gaps and suggest necessary upgrades.

2. Share Real-World Threat Scenarios

- Present anonymised breach cases to effectively illustrate significant real-world risks.

3. Bundle and Tier Services

- Offer **basic, advanced, and premium** security packages to suit various budgets and company needs.
- Bolt-on SAT for added value.

4. Managed Service (Add Value)

- Provide comprehensive white-glove onboarding to ensure a smooth setup.
- Deliver complete management of product and service rollout.

5. Leverage Compliance Needs

- Align security packages with regulations like GDPR, HIPAA, PCI-DSS, and ISO-27001.

6. Demonstrate ROI

- Utilise breach data costs and ROI calculations to justify investment.
- Emphasise white-glove service benefits and convenience.

7. Free Trials and Demos for the Win!

- Host live demos to accelerate tool adoption.
- Manage free trials to easily test drive the tool.

8. Set Up Debrief to Unpack Results

- Shorten sales cycles with a structured, focused debrief that thoroughly reviews risk assessments and effectively drives seamless upselling opportunities.

Quick Upsell Checklist:

- | | | |
|---|--|--------------------------------------|
| ✓ Facilitate Regular Security Assessments | ✓ Offer Managed Services and Add Value | ✓ Free Trials and Demos for the Win! |
| ✓ Share Real-World Threat Scenarios | ✓ Demonstrate ROI | ✓ Set Up Debrief to Unpack Results |
| ✓ Bundle and Tier Services | ✓ Leverage Compliance Needs | |

Reduce Your Cyber Risk, Empower Your Team, and Secure Your Business
Through World-Class Security Awareness Training