

# 7 TIPS FOR CROSS SELLING MANAGED SECURITY

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## **Introduction**

As a Managed Service Provider you need to focus as much on winning new business as you do on helping your existing customers succeed. While engaging customers in pursuit of these two very different objectives, it's important not to overlook any opportunity to offer your clients what they need. In the best case you would be leaving revenue on the table and missing a chance to help your customers, in the worst case you would be leaving the door open for competitors to come in and take away their business.

In this brief we'll be looking at some of the best practices you can follow to offer Managed Security Services while engaging existing customers and new prospects. We also introduce Akouto's white-label Managed Intrusion Prevention solution you can use to offer customers your very own branded managed security service today.

## TIPS FOR CROSS SELLING MANAGED SECURITY SERVICES

### 1. Service Bundles

Having pre-set service bundles makes it easier for you to communicate the value of all the services you provide. Customers can choose the package that meets their needs without having to evaluate and try to cut costs on each service individually as is often the case with a la carte pricing. Your basic package should include core offerings that ensure your customers have at least a minimum level of protection, with upgrades that enable you to guide your customers to choose the offering that is right for their environment.

### 2. Customer Focus

The key to success in cross selling is anticipating client needs and promoting solutions that meet them. Pushy sales approaches that are blind to their needs can alienate your clients, so focus on promoting solutions that provide true value and are customer-centric. If you are just starting your cross-selling strategy, get input from your largest and most loyal customers first, get their feedback and use it to adjust your strategy before rolling it out to the rest of your customers.

### 3. Customer Review Meetings

Quarterly business reviews are crucial to the continued success and growth of your MSP business. They offer the perfect opportunity to learn more about the future plans and needs of your customers, discuss their business pain points and identify areas you can help them with. You don't need to close any deals during these meetings, but they do provide a natural forum for talking about new services or upgrades to existing bundles that could be the beginning of a sales dialogue.

### 4. Trials

One of the ways to show customers the value of a service is through trial offers. These do cost time and money and should be used wisely, but in the right situation a trial could be exactly the tool you need to demonstrate the value of your service and convert the trial into long-term revenue. If you offer other incentives as part of the trial like a discount or free features in exchange for a long-term commitment, make sure you don't underprice because you'll likely be stuck with it for a long time.

### 5. Case Studies

It is always more effective to position a new service to a customer using real-life examples rather than relying on fear, theory or statistics. Use the success stories of other clients to show how your solution or service could work for them too. Approaching your clients with practical information about how a solution helped someone like them is also a much more natural and comfortable approach than a hard sell.

### 6. Educate

It is much easier to cross sell to a client who understands the need and benefits of your solution than to someone who you need to sell on both the concept and the service. There are many tactics you can use to keep your customers informed in a helpful way that will make the sales process easier and shorter when the opportunity arises. Provide your customers with

information that is useful and relevant through blog posts, print newsletters and email updates. A typical SMB will not care about features or the technology under the hood, don't try to sell using statistics or fear, present your clients with relevant scenarios, keep the message positive and offer them solutions. Never miss a chance to educate existing customers about how your solution is helping them, when your customers know they are being protected against cyber-attacks because of your solution they will refer you to their network when the time is right.

## 7. Provide Value

At the end of the day success is all about good client relations, your customers need to view you as a trusted advisor who is a part of their team and have faith that you understand their business. Make sure that you regularly provide your customers with valuable resources and information using relevant reports, educational resources and presentations including webinars and seminars. Be mindful of the timing and frequency of your sales pitches, don't try to sell every time you speak with your client to maintain your reputation as a trusted and valued advisor.

## MANAGED INTRUSION PREVENTION BY AKOUTO

Akouto's white label managed cyber security solution provides advanced protection against online threats and security breaches to prevent financial loss caused by viruses and malware, ransomware, unplanned downtime and data corruption.

### What is it?



#### **Inline Network Intrusion Prevention**

Customer networks are protected from inbound threats and internal systems are prevented from accessing malicious sites and content. The solution helps identify systems infected with malware able to bypass anti-virus.



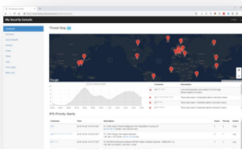
#### **Intelligent cloud analytics and scanners**

Security information is uploaded to cloud analytics engines where advanced security algorithms analyze data to identify hidden issues and generate automated alerts for issues requiring a rapid response.



#### **A professionally monitored security service**

Trained cybersecurity experts monitor and analyze threat information to identify real issues and contain threats. In the case of legitimate events they provide the expertise and guide IT staff in the right direction to quickly contain and mitigate issues.



#### **Branded portal for remote monitoring and administration**

Service Provider and End User web based security consoles branded with your company logo provide security information, statistics, remote monitoring and management features.

## Why offer Managed Intrusion Prevention by Akouto?

With Akouto's Managed Intrusion Prevention you can offer your customers advanced managed security services with no up-front investment or additional staffing requirements. Our cybersecurity experts provide you with the technology and expertise you need to offer advanced security services using your own brand to protect the time and energy you've invested to build customer loyalty.

- Instantly offer fully a branded Managed Security Service with no up-front investment or specialized staffing requirements
- Add a new recurring service revenue stream to your business
- Generate add-on revenue from installations, threat mitigation, remediation and support
- Drive new customer acquisition through the growing cybersecurity market segment
- Increase your service portfolio and create a larger revenue footprint from your existing customer base

## Akouto Managed Intrusion Prevention

### Technology + Expertise

Our solution protects against inbound threats, prevents users from accessing malicious sites and helps identify systems infected by the latest malware able to bypass and hide from anti-virus.

Systems are actively monitored using automated analytics and our own cybersecurity experts to identify threats and troubleshoot problems.

### Easy to deploy and manage

The Intrusion Prevention sensor is installed at the network edge with no configuration changes needed to existing routers or firewalls.

The solution is centrally monitored by our cybersecurity experts who assess threat information and guide your IT personnel to quickly contain and resolve issues to keep your customers up and running.

For more information visit [akouto.com/managed-security](https://akouto.com/managed-security)

### Contact us

**Web:** [www.akouto.com](https://www.akouto.com)

**Email:** [info@akouto.com](mailto:info@akouto.com)

**Toll Free:** 1-877-707-0920