Full Script Sample: Dark Web

Introduction:

Sales:
Hi {Prospect} – This is {Your Name} with {Your Company}. With the recent increase in stolen company credentials from cyberattacks here in {Your City}, you may be interested to know we've developed three solutions to help mitigate these attacks for our clients saving them from downtime, data ransom, and overall business interruption. I was hoping to bring you up to speed on the latest…

Did I happen to catch you at a bad time?

Prospect:
Yes
Sales:
No problem, when should I call back?

Prospect:
No
Sales:
Ok – well, as I mentioned we're helping our clients reduce the risk of business interruption due to cyberattacks in a few different ways, but look, to make sure this conversation is relevant to you and your business… **Can I ask you a couple specifics about your company first?**

Prospect:
Sure

Qualification:

Sales: Diagnostic Questions

1. Besides the office on {STREET}, are they any other locations you have?
2. Ok with that being said, approximately how many employees do you have?
3. Do you have any remote employees, or do they all work from the office?
4. I see your main domain is {www.whatever.com}, do you have any additional domains you use for the company?
5. Let me ask you this then, have you had any ransomware, identity theft, or other cybercrimes happen in the last year? (if they say yes show a bit of empathy and move on) Example: *Oh man those are definitely tough to deal with, OK let's table that for a second and switch gears.*
6. Do you have someone dedicated to your technical support, or is this just another hat someone wears?
7. Does your company allow your people to use their own devices like laptops, tablets, PC's or No?

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8. Ok so besides the obvious of downtime and reducing technical support response time, are there any other concerns with your network or technology?

Value Proposition:

Sales: Ok {Prospect}, if your concerned about _____,_____,_____ (insert the concerns they had) solving these problems are really our core business, how about I take a couple of minutes to explain how you can benefit by what we do?

Prospect: Sure

"Addressing the Elephant in the Room"

Sales: First, let me say this, because there is so much noise in the market place, I'm sure you have emails and voicemails from dang near every IT company in the city wanting to come in here and just pitch their services, using fear, IT jargon and even pricing that is all over the map, to the point it can get pretty confusing of who wants to help versus who just wants to make a quick sell and leave…

But here at {Your Company}, our approach is a bit different. Much like a doctor, who knows nothing about his patient until he uses tools like x-rays, MRI's, scanners and maybe even a little blood work, we need to find out the state of your network and spend a little time seeing how it's constructed…

But rather than just talk about this in a generic sense, might I suggest one of these two options?

Prospect: OK let's hear it.

Securing Next Steps:

Sales:

Option 1: My security officer will perform a comprehension security assessment, including dark web scans, as well as spend the next two weeks sending a couple of sporadic emails to your team that resemble real cyber threats that are being used today! After the assessment period is up, we will deliver the results in a bound report – highlighting the security health of your network, which staff members present the highest risk to you, as well an outline for any course corrections, if need be. The cost for us to perform this security check is $1,500.00.

Option 2: Our more popular option is to allow myself to come in and deliver an executive summary of the results, and if needed the solution, to you and the other officers of the company – with this our fee will be waived.

Which option options works best for you?

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Some Common Objections:

#1A We already have an IT Guy.
"I'm not surprised to hear you say that. Now a days who doesn't have an IT guy they work with. In fact, the majority of our current clients all thought they were very happy with the performance of their IT guy before they switched over to our company… Does it make sense to carve out a few minutes to learn what motivated them to use our company for support?"

#1B We have an IT Guy
"I'm not surprised to hear you say that. {Prospect} would you be surprised to know that virtually every one of our current clients not only had a previous IT company, but were in most cases happy with that company, before they understood what was really going on in the IT industry… Give me a couple of minutes to explain what is happening…

#2A We've never been hit by a Cyberattack
I'm not surprise to hear you say that, the majority of victims, before suffering the loss, had no idea the hackers where in their system – sometimes months and even years will go by before they do anything with the information. Is it worth a 5 minute conversation to see if this still makes sense?

#2B We've never been hit before!
I am not surprised to hear you say that. Most clients do not know if hackers are in your system or not until the damage has been done. Why not spend 5 minutes with me to ensure this is not the case?

#3 **Before we get to far into it, can you tell me how much this is going to be?**
I would be more than happy to give you the price, but because each company is different, to make sure I give you relevant information for your business - Can I ask you a couple of specifics about your company first?

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