Course Curriculum

Learning Outcomes

- Explain how cybersecurity protects businesses and describe core threats and solutions in plain language.
- Communicate with prospects clearly, confidently, and professionally using email, Zoom, Teams, and CRMs.
- Prospect, conduct outreach, and set appointments at the SDR level.
- Support demos with account executives and sales engineers, and prepare for interviews and early career success.

01 Introduction to Cybersecurity Sales

- Understand what cybersecurity is, why it matters, and what cybersecurity companies sell.
- Explore SDR, BDR, AE, and CSM roles, remote-friendly opportunities, income ranges, and career progression.

02 Soft Skills and EQ for Tech Sales

- Use emotional intelligence and active listening to uncover business problems.
- Make strong first impressions with professional tone, pacing, and clarity. Build rapport by phone, video, and chat.
- Stay calm and confident when discussing unfamiliar technical concepts.

03 Digital Literacy for Cyber Sales

- Build computer and online communication skills. Practice professional email, calendar management, chat, and online etiquette.
- Run effective Zoom or Teams calls, stay organized across tools, and learn CRM and lead management basics.

04 Cybersecurity Fundamentals (Nontechnical Overview)

- Recognize phishing, ransomware, and malware. Explain why businesses invest in cybersecurity.
- Describe firewalls, antivirus, and multifactor authentication in plain language.
- Compare cloud and on-premises security and cover risk, compliance, and data protection.

Course Curriculum

05 Cybersecurity Products and Services

- Cover email and identity protection, endpoint security, and password and access management.
- Explore threat detection and monitoring, security awareness training, and managed service providers (MSPs).
- Describe cybersecurity solutions in plain language.

06 Sales Foundations for Cyber SDRs and BDRs

- Prospect, qualify leads, and identify business pain points.
- Structure sales messages and outreach sequences, make cold calls, handle objections, and set appointments.
- Build a daily SDR workflow and track calls, emails, conversations, bookings, and pipeline.

07 Communication and Demo Preparation

- Ask discovery questions and simplify complex cybersecurity topics.
- Prepare prospects for demos, run effective Zoom sales calls, and follow up professionally.
- Guide leads through the pipeline and collaborate with account executives and sales engineers.

08 Getting Hired and Succeeding in Cyber Sales

- Identify relevant job titles, where to apply, and what employers look for in entry-level candidates.
- Prepare for sales and cybersecurity interviews and present your soft skills and digital skills.
- Develop daily habits for SDR success and prepare for your first 30 days in a cybersecurity sales role.