



Selling Your Cybersecurity Product to Large Companies

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Selling Your Cybersecurity Product to Large Companies

Welcome:



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“Every year my CEO asks me, ‘will this
cybersecurity purchase finally protect us?’

... and I say ‘for now!’”

Anonymous CISO

Selling Your Cybersecurity Product to Large Companies

Selling to corporations for cybersecurity
companies

... or any other business

... is not easy!

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Sales cycles are long



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Value, not features, sells



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Multiple buyers must be satisfied



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The competition is relentless and organized



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Decision structures are not simple



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Purchasing processes are complex



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Cybercon 2016 Conference Atlanta, Georgia

September 27, 2016
Georgia Tech Global Learning Center
www.cybercon.us

Program Attributes

www.cybersecurityaccelerator.us

Assignment of a mentor based on your particular needs and mentor skill set.

Access to Atlanta's cyber-trained workforce through cyber program college interns working for the Company for college credit.

Networking opportunities with prospective customers depending on company readiness and the discretion of the mentors.

A monthly fee of \$750 provides access to an office in Class A office space that is furnished with wi-fi, a conference room and kitchen.

Initial term is six months and can continue for as long as 18-24 months upon mutual agreement.

Baker Donelson will provide ten hours of free legal services during the initial six-month term. Fees will not include hard costs such as filing fees for corporations or immigration status, etc.

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Questions:



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