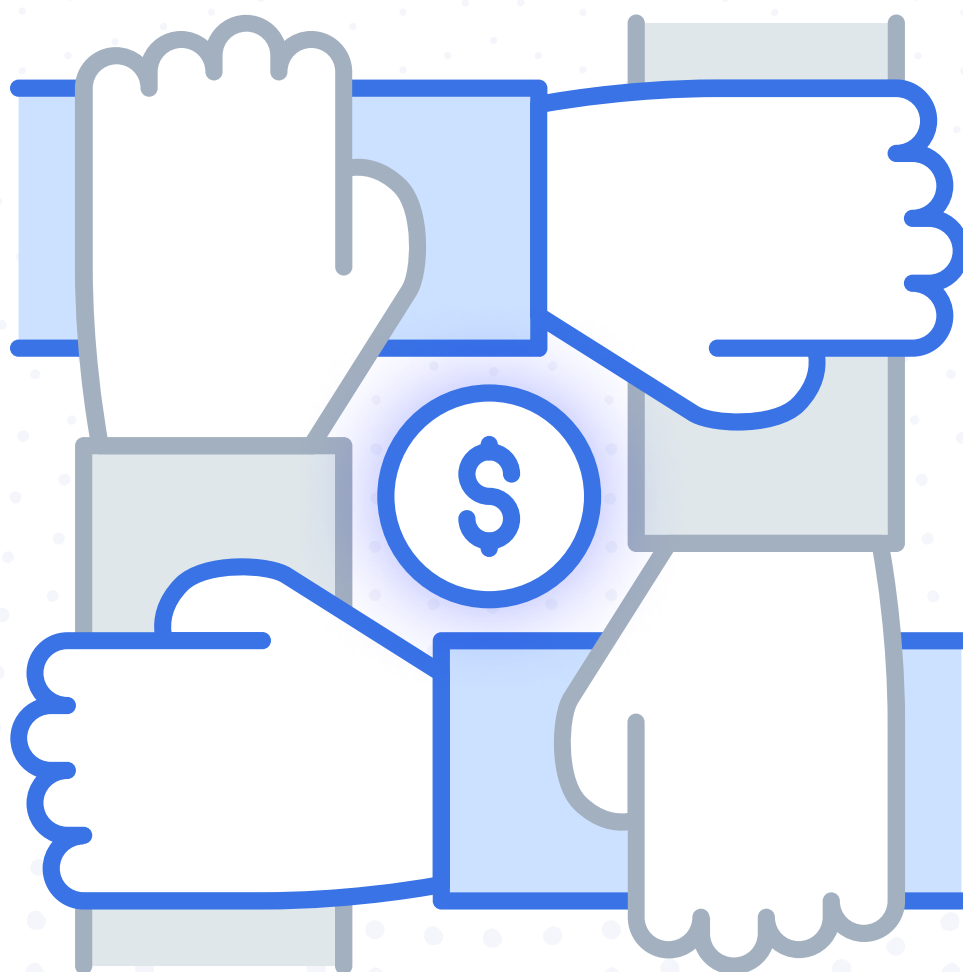




Leveraging Cybersecurity Assessments

5 Ways MSPs Can Build Sales Success



**It takes
just a few
minutes
of an
incident
to ruin
decades
of
reputation.**

In today's ever-evolving digital landscape, cyber security risk assessments play a crucial role in safeguarding businesses against threats and vulnerabilities. These assessments not only help Managed Service Providers (MSPs) identify and mitigate risks but also serve as a powerful tool in enhancing their sales process. By conducting comprehensive risk assessments, MSPs can establish trust with their clients and prospects through a transparent and proactive approach. We explore how cyber security risk assessments empower MSPs to build trust, foster transparency, and ultimately drive sales success in an increasingly security-conscious market.

1 Establishing Trust with Existing Clients

By conducting regular risk assessments for existing clients, MSPs demonstrate their commitment to maintaining robust security postures. These assessments showcase the MSP's expertise and proactive approach to identifying and addressing security risks. By transparently sharing assessment findings and recommendations with clients, MSPs build trust by actively involving clients in the security decision-making process. This collaboration fosters a strong client-MSP relationship based on trust, as clients feel confident that their cybersecurity needs are being addressed effectively.

2

Strengthening Client Relationships

Cybersecurity assessments provide MSPs with an opportunity to engage in meaningful discussions with clients regarding their specific security requirements and concerns. By actively listening to client feedback and tailoring the assessment process to address their unique needs, MSPs demonstrate their dedication to understanding and meeting client expectations. Periodic assessment updates and progress reports further strengthen the relationship by showcasing the MSP's commitment to continuous improvement and ongoing security monitoring.

3

Demonstrating Industry Expertise

Consider both external and internal threats in risk assessments. Highlight potential external threats, such as malicious actors, hackers, and advanced persistent threats (APTs). By understanding the tactics, techniques, and motives of potential attackers, MSPs can better mitigate these threats. Additionally, internal threats, including employee negligence and insider activities, should not be overlooked. Reviewing access controls, implementing employee training programs, and creating incident response plans addressed internal vulnerabilities effectively.

4

Enhancing Sales Pitch to Prospective Clients

Cybersecurity assessments serve as a powerful selling point for MSPs when approaching prospective clients. By highlighting their proactive approach to security and their commitment to conducting thorough assessments, MSPs differentiate themselves from competitors. The ability to demonstrate a clear understanding of potential security risks faced by prospects and presenting a tailored plan for risk mitigation helps MSPs stand out and build credibility. By showcasing successful client case studies and emphasizing the positive outcomes achieved through assessments, MSPs can instill confidence in prospective clients and position themselves as reliable partners in securing their digital assets.

5

Meeting Compliance & Regulatory Requirements

Many industries have specific compliance and regulatory requirements related to cybersecurity. MSPs can leverage cybersecurity assessments to help clients meet these obligations. By conducting assessments aligned with relevant standards and regulations, MSPs ensure that clients have the necessary security controls and measures in place. This compliance-focused approach not only helps clients avoid penalties and legal consequences but also demonstrates the MSP's understanding of industry-specific security requirements.



Conclusion

Cyber security risk assessments provide MSPs with the means to establish trust with existing clients by proactively addressing security risks, strengthening client relationships, and demonstrating industry expertise. These assessments also serve as a valuable selling point to prospective clients, showcasing the MSP's commitment to security and ability to tailor solutions to meet specific needs. By leveraging cybersecurity assessments effectively, MSPs can differentiate themselves in the market and position themselves as trusted partners in securing their clients' digital environments.

Telivy's cybersecurity risk assessments provides a holistic analysis of an organization's cyber security gaps and helps MSPs showcase their commitment to cybersecurity. Our risk assessments can be used to determine:

- **Vulnerabilities from 5 areas of security: Network, Data, Application, Social Engineering, IAM Policies**
- **Methods used to exploit and breach an organization's resources**
- **The potential impact of such exploits**
- **Recommendations and action plans on mitigating these vulnerabilities**

Sign up on our platform and learn how our assessments can be used as a valuable selling point to prospective clients, strengthen relationships with existing clients and increase sales.