



one page summary



speaker

**Jennifer
Bleam**

title

How to overcome the most common cybersecurity objections

Who's the speaker?

Jennifer Bleam, our speaker for this session is the founder of MSP Sales Revolution. Jennifer Bleam has been a part of the MSP industry for years, coaching 1000+ MSSPs, with a proven track record in growing million-dollar marketing teams in months.

The core idea

The core takeaway from this session is to enable your sales and marketing teams overcome blockers that keep them from selling cybersecurity solutions better to your clients.

The breakdown

Now, let's break the session down into its best bits and highlights:

- What is an objection? It's a question or statement made by prospects which indicate an unwillingness to buy.
- The reasons behind objections usually include price, products, services, you, your company, or even your competition.
- Prospects bringing objections to you is a gift. Treat it as such. They're bringing valid concerns to your attention, and giving you the opportunity to convince them of their value.
- Some objection handling frameworks to keep in mind: A.I.M (Acknowledge, Ignore, Move On,) Flip-Flop (Flip the concern into a reason to buy,) and F3 (Feel, Felt, Found.)

Action points:

- Don't see objections are a stop sign; they're not the end of the sale. It's an opportunity to convince the prospect and solidify value.
- Ask yourself, "Did I jump the gun or try to rush the sale?" when faced with an objection, because there's a good chance that things moved too fast for the prospect to understand.
- Tweak the way you think about objections. Instead of trying to overcome or gain control of objections, defuse them; make things less tense.
- Ask questions, and seek to understand what their objections are coming from. Understanding the source of an objection can help you devise effective action plans to defuse it.
- A simple 3-step framework to asking questions that receive meaningful answers: mirror their objection-question to understand the cause-probe for more info.
- Practice responding to common cybersecurity objections every day, either in front of a mirror or with a peer, to sharpen your objection-handling skills.



Objections are a gift. See them for what they are.