



empath  
cyber



ScalePad

# REV UP RISK MANAGEMENT

## HOW TO DISCOVER CYBER RISKS IN POTENTIAL CLIENTS



# Kyle Christensen

- I've been boosting MSPs and MSP Vendors for 20+ years.
- I build systems that use mentorship and accountability to drive growth.
- Got a method to shatter your business's limitations, boost growth, profits, and cool company culture.
- I believe in a community-forward approach for best practices and a brighter future.

**[Linkedin.com/in/kylechx/](https://www.linkedin.com/in/kylechx/)**  
**[YouTube.com/@K7Leadership](https://www.youtube.com/@K7Leadership)**







# Alex Farling

- Partner and Community Lead at **Lifecycle Insights**, a **ScalePad** company.
- Over 20 years experience in the MSP industry.
- Focused on optimizing vCIO and Account Manager functions for MSPs.
- Serial entrepreneur with a passion for solving hard problems and building better mouse traps.
- MSP Channel Angel Investor / Advisor

**[Linkedin.com/in/alexjfarling/](https://www.linkedin.com/in/alexjfarling/)**







empath  
— cyber

# Wes Spencer

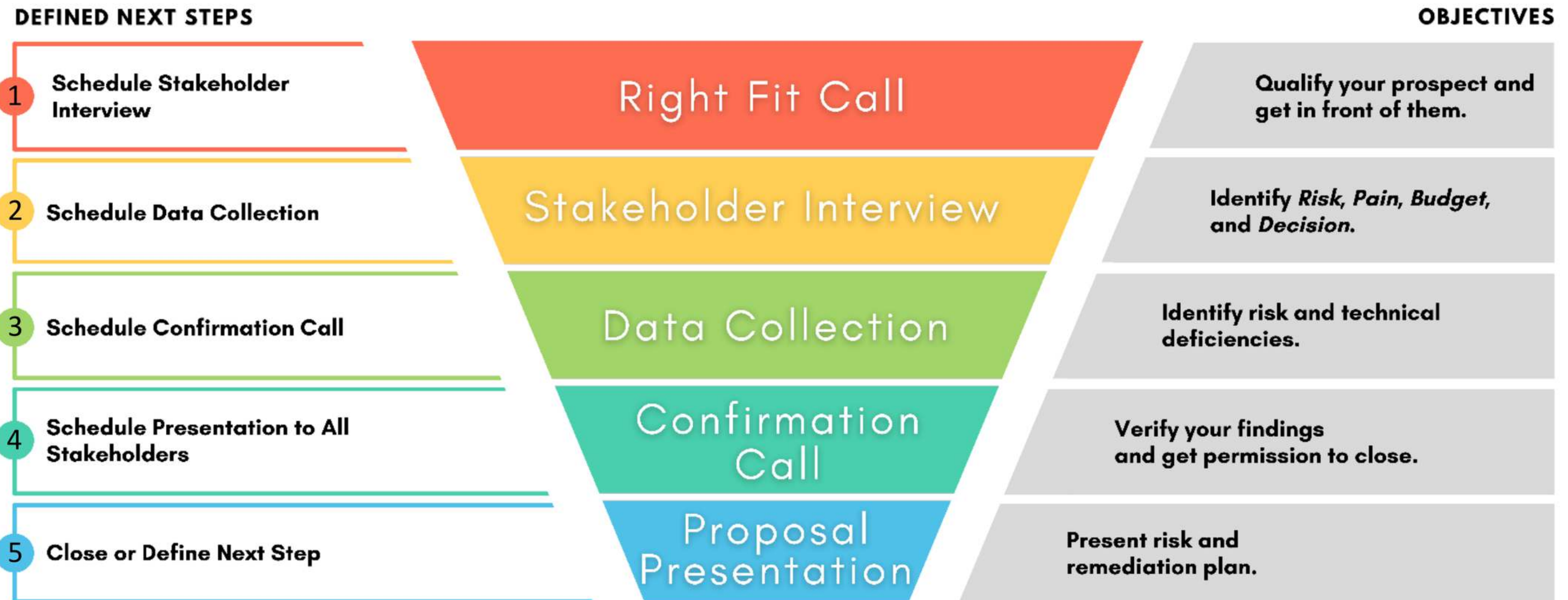
- Nationally recognized technology innovator and cybersecurity expert.
- Served as a senior executive and advisor for Fortune 500 companies and funded startups.
- Awarded the 2020 Cybersecurity Educator of the Year by the Cybersecurity Excellence Awards.
- Featured in The Wall Street Journal, ProPublica, Dark Reading, and many other outlets.

[linkedin.com/in/wesspencer](https://www.linkedin.com/in/wesspencer)





# The 5-Step MSP Sales Process



# The Right Fit Call

## DEFINED NEXT STEPS

1 Schedule Stakeholder Interview

Right Fit Call

## OBJECTIVES

Qualify your prospect and get in front of them.

- Determine various factors.
- How the prospect makes money.
- What data the prospect stores.
- Solution to the prospect's problem.



# Stakeholder interview



- Separate data collection and interview to establish expertise.
- Address objections by understanding decision-making process and budget.
- Identify decision maker and stakeholders.
- Gather input from each department on tech impact and frustrations.






**“ People do not care how much you know until they know how much you care.”**

**-Theodore Roosevelt**

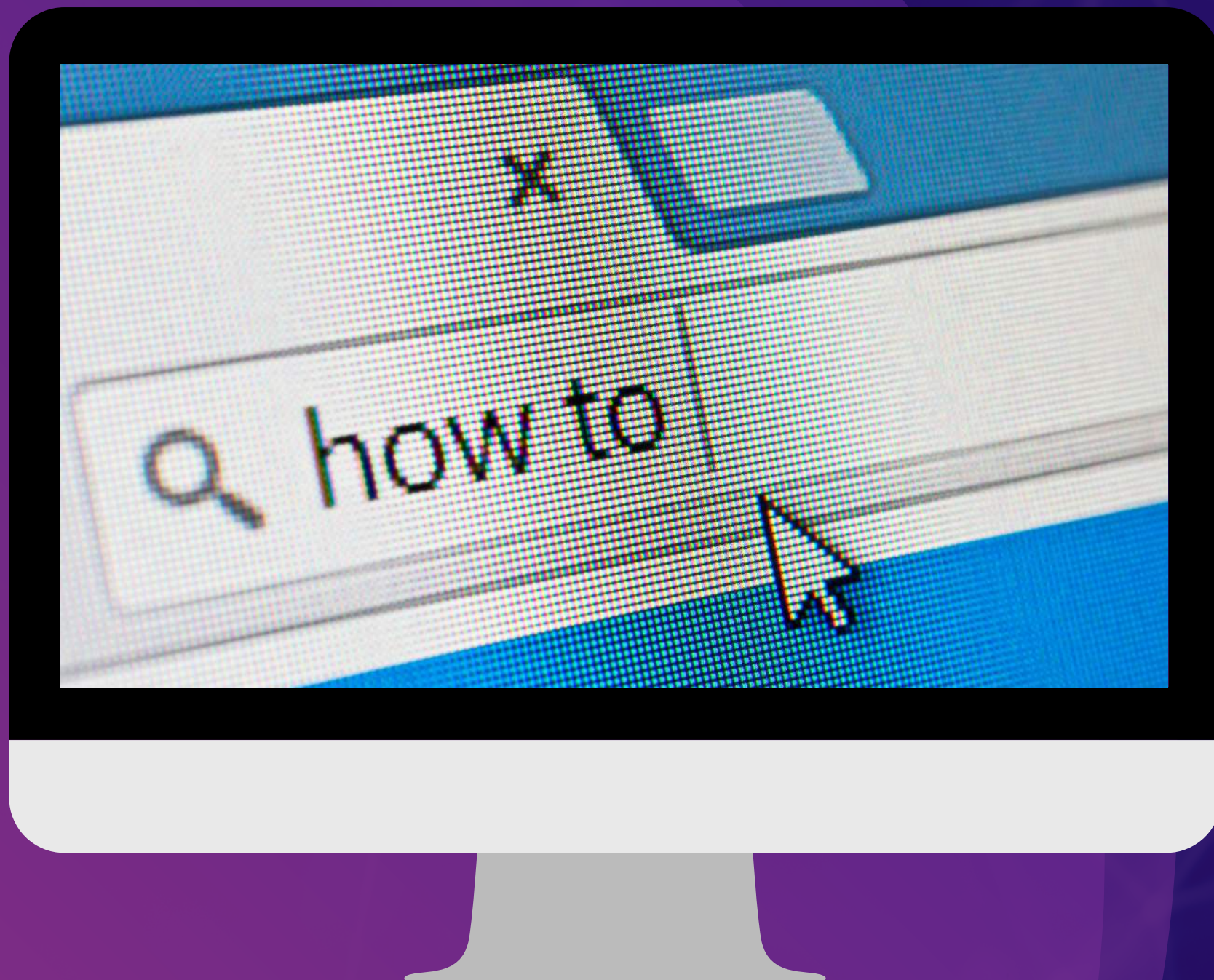


# Assessing cyber risks in potential clients: Why is it important?

- 
- Mitigates risks and vulnerabilities.
  - Keeps budgets on target despite cyber attacks.
  - Ensures business continuity.
  - Facilitates regulatory compliance.
  - Builds trust and reputation.
  - Enables effective risk management.
  - Provides a competitive advantage.



# Uncover and manage cyber risks effectively



- Gather information.
- Assess Risks.
- Conduct Technical Evaluation.
- Vulnerability and Penetration Test.
- Incident Response Evaluation.
- Third-Party Risk Assessment.
- Compliance Assessment.
- Communication and Feedback.
- Continuous Monitoring/updating.



# What is a **Discovery**?

and what should have been asked during  
top of funnel/SQL?



- Pain points/Challenges.
- Company Goals
- Inquire about previous solutions/How was it?
- Budget!
- Long-term/Short-term goals
- Who else is involved?



**When do you do it?**  
**When do you **not**?**







empath  
cyber



ScalePad

**Check your spam!!  
Emailing this to everyone  
via @k7leadership.com**



**Don't forget to register for our upcoming webinar!**



**SEAL THE DEAL**

# **ELEVATING YOUR** *Proposal Presentations*



**Shawn Torres**  
In-Telecom



**Alex Farling**  
ScalePad



**Kyle Christensen**  
K7 Leadership

**WEDNESDAY**  
**JULY 26**  
**2 PM ET**





**Looking for  
more content?**

**We'd love to  
hear from you!**



**Alex**

[Linkedin.com/in/alexjfarling/](https://www.linkedin.com/in/alexjfarling/)



**Wes**

[Linkedin.com/in/wesspencer](https://www.linkedin.com/in/wesspencer)



**Kyle**

[Linkedin.com/in/kylechx/](https://www.linkedin.com/in/kylechx/)





**Wes**

[Linkedin.com/in/wesspencer](https://www.linkedin.com/in/wesspencer)







empath  
cyber



ScalePad

# Thank you for attending!

 <https://scalepad.com/>

 <https://www.empathcyber.com/>

 <https://k7leadership.com/>