



# T.E.N. & ISE® SALES AND MARKETING BREAKFAST: PANEL DISCUSSION SUMMARY

*“Learn from the Top CISOs on What Influences Them to Respond to You”*

RSA Conference, February 26, 2014  
Westin San Francisco Market Street



## Panelists:

David Cass, SVP & CISO, Elsevier  
John Masserini, CSO, MIAX Options  
Chris Ray, CISO, Epsilon  
Jim Routh, CISO, Aetna  
Jeff Trudeau, ISO, Sutter Health

## **COLD CALLS DON'T CUT THROUGH THE CLUTTER.**

- You are selling the best product out there, but so are your competitors. Calls are not sufficient to communicate your message effectively. Most of the time, they accomplish the opposite of your goals.
- “On any given year we have 15-20 projects going on and we’ve never had a vendor come to the table through a phone call. We get the money we need, develop the project team and start researching for the technology.”

## **IT'S YOUR JOB TO SELL, BUT NOT THEIR JOB TO BUY.**

- The calls. The emails. They are NONSTOP. “Don’t tell me how I need help; you don’t know what I need. I’m also not going to do it on YOUR timeline.”

## **COMMUNICATE IN THE APPROPRIATE FORUM**

- CISOs come to RSA to meet vendors. They set this time aside for this purpose and the rest of the time they are focused on their jobs, their team and reaching goals.
- Panelists agree that ISE® Private Dinners and ISE® Award programs serve as a great forum to bring them together for conversation and meeting vendors.

## **KNOW AND UNDERSTAND WHAT IS GOING ON IN THE INDUSTRY.**

- NSA, Target breach, etc....these raising a lot more awareness about what information consumers are sharing. Stay up to date on current events and make the connection for how your products and services can prevent and address problems.
- Breach gives you fodder for conversation. But know your customer — don’t make assumptions about an organization’s needs. Message is important but needs to go to the right person. ie: don’t communicate how your technology helps with PCI Compliance to a CISO not affected.



## T.E.N.

404.920.8582

sales@ten-inc.com

www.ten-inc.com

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## WHY T.E.N. & ISE® PROGRAMS

- “There is a value proposition for us — being able to share knowledge and best practices with our peers. That’s why we come.”
- Nominations for the ISE® Awards boost team morale.
- CISOs return to participate as ISE® Judges to pay it forward and learn best practices from the executive and project nominations submitted. This is an excellent opportunity to get your success stories in front of leading CISOs.
- ISE® Programs are by far the best platform to give back to the industry.
- The T.E.N. Team knows us. When Marci McCarthy calls, she gets through and there is a conversation. Ride her coattails.

## MAKE YOUR SALES KICK OFF A CISO SALES WORKSHOP

Arm your sales team with insider knowledge during your next sales kickoff. Expand this conversation with your sales team by scheduling a [CISO Sales Workshop](#) with one of our ISE® Industry Experts.

# PANEL DISCUSSION SUMMARY

## CISOS REALLY WANT TO KNOW...

- Tell them about your company and what your solutions can do verses making assumptions about their needs.
- Make your message concise and compelling with key words about your products. CISOs often keep a “vendor folder” in their inbox, which they return to later for searches when they are in the portion of the buying process and looking for new solutions.

## WHAT THEY ARE BUYING

- A large portion of buying will be in the emerging technologies. Talk SMAC - Social, Mobile, Analytics, Cloud – conventional controls don’t work well for these, which means CISOs are looking for new technologies. Panelists said they spent money on ten companies in that space in recent six months and will probably spend with another five this year.
- A limited security talent pool means CISOs are looking for vendors that can also manage and maintain the technology for them.

## HINT ON BUDGETS

- Budgets are increasing. Some are doubling. Also, pay attention to new CISOs because they often get increased budgets.
- Bigger budgets don’t equal more support from the C-Suite. Help the CISO make a compelling argument to their CFO, CEO, etc... in terms of meeting business objectives.

## TIPS ON SELLING

- When selling – educate the team. Talk to the engineers because they will be the ones implementing and using your technology.
- CISOs are looking for partners, not vendors. You have to build a relationship in order to work with them.
- Be up front about what you can and can’t do. Explain how you can be part of the long-term solution.
- You have to know your products. If you make it to the point of conversation with a CISO, you have to be educated about what you are selling. Don’t pass off to the next level of sales.
- In this business, it’s about relationships and often inside sales people have no idea what we do and what relationships we may have with your company. This tarnishes your brand. Consider a “do not call” list based on the existing relationships you have with CISOs.

## DO NOT...

- Send unsolicited calendar invites. These should be reserved for arranged meetings only.
- Tell them their CEO said to call
- Start your email subject with “Re:” if there isn’t an existing email conversation. This will not convince them to open the email.
- Don’t take “just three minutes” of their time when they say they do not have time.