HOW TO SELL CYBERSECURITY IN EVERY ROOM OF THE HOUSE

AGENDA

0 Introduction

1 Why security is hard to sell?

2 The enterprise security house

3 Who cares about what?

4 Conclusions + Q&A

Disclaimer

This is me talking
Today I do not talk in the name of my employer, and/or companies and/or organizations that I do collaborate with.

This is not a magic recipe
Just my learnings and experiences, so take everything with a grain of salt.
You might aready know some of this stuff.

Mihai Forlafu, 38

Sr. Cybersecurity Architect

Microsoft Denmark

Workplaces

LICENSEWATCH

Microsoft

ENTRUST

ICY Securi

Columbus Once you know how...

Whoami

A technical resource in a sales organization. Hands-on keyboard type of person but I can also do “death by PowerPoint”.

Obsessions

Customer obsession: to empower every customer to achieve a decent cybersecurity posture.

Experience

Over 12 years in IT, out of them, 6 are in cybersecurity.

Daily Routine

Let’s connect on LinkedIn

Why security is hard to sell?

We use cloud services

People assume: “we’re already protected.”

Not my job, I don’t care

Everyone thinks security is someone else’s job.

How much?

Stakeholders hear “**cost**” **before** they hear “**risk reduction**.”

Security by Obscurity

Security still feels “optional.”

The enterprise security house

CEO

"Protect the business and reputation."

CIO / CTO

"Keep the business running, modernize safely."

CISO

"Reduce risk, prove compliance."

Infra. Eng.

"I need better tools to keep infra running"

Service Desk

"I need better tools to keep happy cx"

Sec. Architect

"Make it actually work in our stack."

SOC Analyst

"Stop attacks at 3AM without burning out."

CEO

Maria Smith,
53

What they care about?

- Preventing business interruption / public embarrassment
- Regulatory exposure, fines, and “will I have to explain this on board meetings?”
- Cyber insurance, compliance, audit findings.

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- Talk business risk, not features.
- Map your value to avoided cost, avoided downtime, avoided breach headlines.
- Show you reduce audit findings or compliance gaps.

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Proof they ask for?

“Show me how this protects revenue, reputation, and my own accountability.”

“Keep the business running, secure safely.”

CTO
Adam Popescu, 62

What they care about?

- Keep the business running.
- Deliver digital transformation projects on time.
- Control spend and complexity.
- Pass audits without blowing up roadmaps.

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- “We reduce tool sprawl and integrate with what you already own.”
- “We help you prove to the board that IT is under control.”

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Proof they ask for?

- Reference architectures.
- Integration story with existing platforms.
- Evidence you don’t create more tickets.

What they care about?

- Reduce risk exposure in measurable terms
- Survive audits / regulators / internal risk committee
- Close gaps called out by penetration tests / SOC incidents
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- “This lowers mean time to detect/respond.”

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Proof they ask for?

- POC / pilot data.
- Dashboards / reporting they can show to executives.
- Evidence you help with talent shortage (automation, less manual triage).

Occupation

Security Architect

Nicolae Adamescu, 32

"Make it actually work in our stack."

What they care about?

- "Will this actually run in our world without exploding?"

- Reference architecture, data flows, identity model, log flow, API fit.

- Technical debt and complexity management.

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- Show how you’ll deploy without breaking production.

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Proof they ask for?

- Architecture diagrams.
- Sizing / performance assumptions.
- Roadmap for phased rollout.

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SOC Analyst

Ionuț Roman, 23

31 ani de experiență

“I want to stop attacks at 3AM without burning out.”

What they care about?

- **Faster detection and response.**
- **Fewer false positives.**
- **Not burning out the team.**

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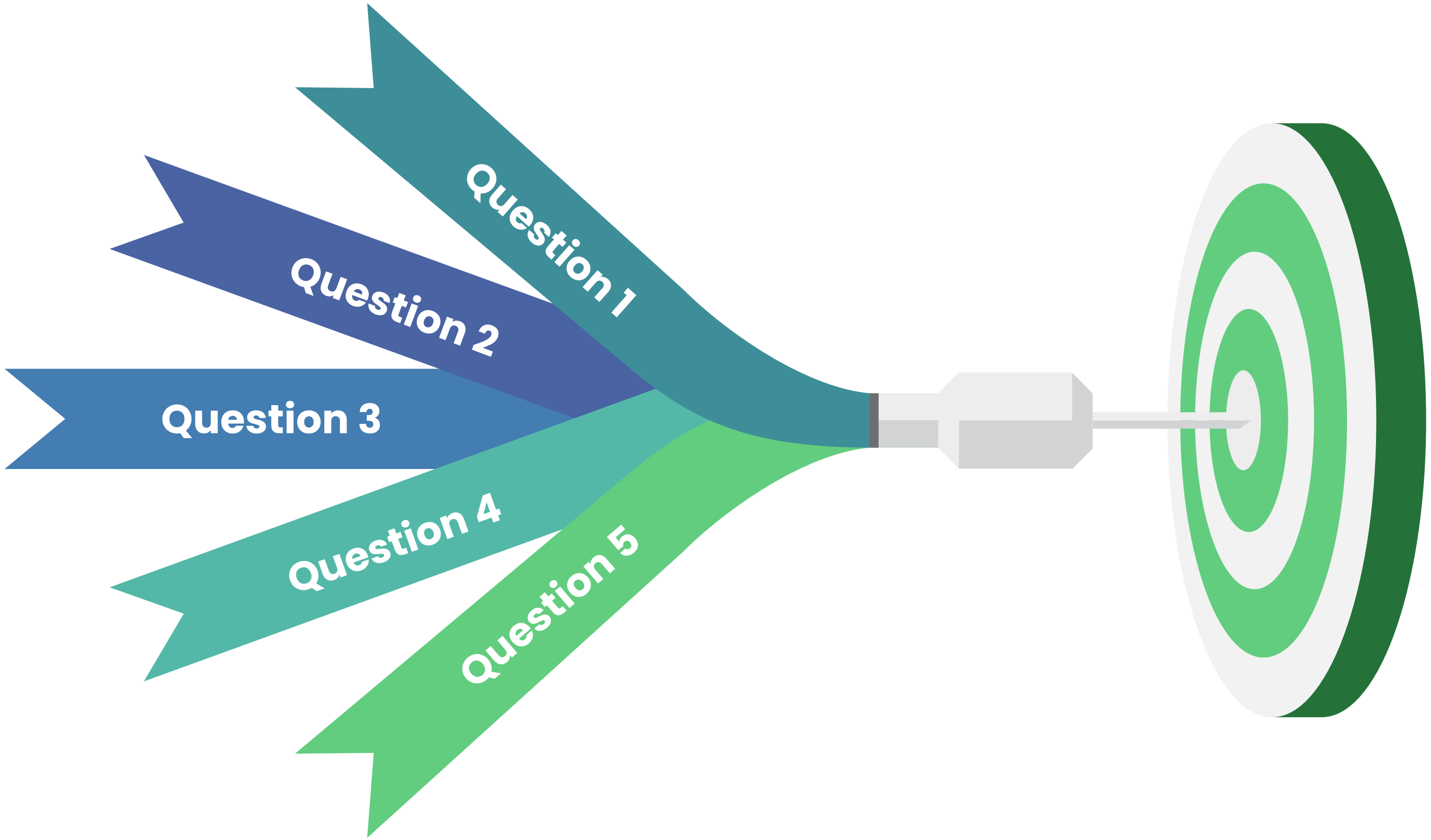
Proof they ask for?

- Live attack simulation / detection test.
- MTTR/MTTD data from POC.
- How your tool fits their current SIEM/SOAR.

Q&A

But be kind, I am here to entertain you ☺️



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