Selling Cybersecurity: A Growth Guide for MSPs

Growing an MSP in 2018

It's been said that a business is either growing or it's dying. These words typically ring truest to business owners who have experienced the frustration of stagnant growth and the concern that goes along with it.

Even if a company is steadily growing, they must focus their efforts on maintaining that growth within a landscape of pervasive trends, changing consumer behavior, and fluctuations in the market.

There are definite trends at play in the business IT space, and consumer behavior has adjusted accordingly. While the demand for outsourced IT and fully-managed services is steadily on the rise, one aspect of the IT realm stands out as the growth service of 2018: cybersecurity.

Cybersecurity as the Gateway to Business Growth

Demand is heavily influenced by consumer perception, and there can be no doubt that the world is fixated on cyber threats. IT providers nationwide have noted a huge increase in cybersecurity contracts -- and those who do not offer a competitive cybersecurity solution are being left behind.

Adding data and network protection to the menu is simply a smart move for MSPs. Recent events have identified cybersecurity as an extremely valuable offering, both to the end-user and to the IT provider. Being an in-demand service, it's very easy to sell, but more importantly, it opens up a very good opportunity to demonstrate value -- something that MSPs often have a difficult time with.

How to Sell Cybersecurity

The internet is packed with facts and figures related to cyber threats and protective measures. While it's important to make sure your prospective clients are aware of the facts, the key to selling a solution often lies elsewhere.

We've found that end-users are likely to respond to three major factors:

- **Ease-of-Implementation** - End-users want their solution deployed quickly and with as little interruption or hassle as possible.
- **Customer Service** - As one would expect, end-users will often base their buying decision on the level of customer service that they will receive.
- **Accurate Reporting** - The end-user wants to know that they're getting a good value for what they're paying. Reporting allows the MSP to demonstrate the value of their ongoing protection.

Why didn't we include "effectiveness" in the above list? Simply put, the end-user expects any solution that they pay for to be effective, so it's a given. All technical specs aside, it would behoove any MSP to ensure that they're offering a cybersecurity solution that's capable of handling the wide range of threats that businesses face today.

These are the qualities that your clients and prospects are looking for, which is why Vijilan Security has placed so much emphasis on getting them right. We've made implementation a seamless process that takes less than an hour. Our customer service sets the standard in the industry, and we've created an easy-to-use reporting system around the needs of our clients.

We know that the easier we make it for our reseller partners, the easier it is for them to sell cybersecurity and grow their business. We also provide our clients with marketing support, making it even easier for them to leverage this growth opportunity.

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Customer Retention: The Best Marketing You Can Do

We all know the old adage: It costs five times as much to gain a new customer than it does to keep an existing customer. (And who wants to lose an existing customer, regardless?)

This is another great reason why cybersecurity is such an essential component to an IT provider's solution stack. Cyber defense is a clear and obvious means by which an MSP can continue to provide value year after year. This fact reinforces itself, as well, since every time your client sees a news alert about a ransomware attack or data breach, they'll be reminded of the valuable service you're providing them.

Of course, it still falls upon the service provider to demonstrate this value regularly. This is where accurate reporting becomes essential. Our own clients have espoused the need for value-building reporting, and Vijilan responded by giving them an effective and straightforward reporting system that helps them build value day after day.

Budgeting for a Complete Cybersecurity Solution

Many MSPs are lagging behind on their cybersecurity offerings because of high costs and resource demands. The market has evolved past the point where installing antivirus software is considered a true cybersecurity solution, but many IT providers simply can't afford to offer 24/7 monitoring, threat response, or the other services that modern customers are demanding.

For these MSPs, Vijilan has created the perfect solution.

Outsourcing Your Cybersecurity

Thanks to the Vijilan service model, an IT provider doesn't need to build and staff their own Security Operations Center (SOC) to offer the benefits that it provides.

By partnering with a growth-focused cybersecurity provider such as Vijilan, an MSP can offer their clients the effective, in-demand solutions that they're asking for without taking on the capital expenses and overhead normally associated with them.

With included marketing support, stellar customer service, and rapid deployment for each and every client, we've taken the struggle out of offering the most sought-after service in the industry.

We would love to show you just how fast and easy it is to start selling cybersecurity with Vijilan. Contact us for a no-obligation trial and we're sure you'll love how a partnership with Vijian helps your business grow.

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