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CHANNEL SALES

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ARMOR | SECURECON
2019 | DALLAS, TEXAS

AGENDA

1. Ice Breaker: Where is the Demand?
2. Intro to Sales Enablement
3. Executing Across the Funnel
4. Equipping at Every Stage
5. Dream Resource Discussion
6. The Armor Promise
7. Keep it Simple
8. Q & A

ICE BREAKER:

TELL US WHERE THE DEMAND IS.

INTRO TO SALES ENABLEMENT
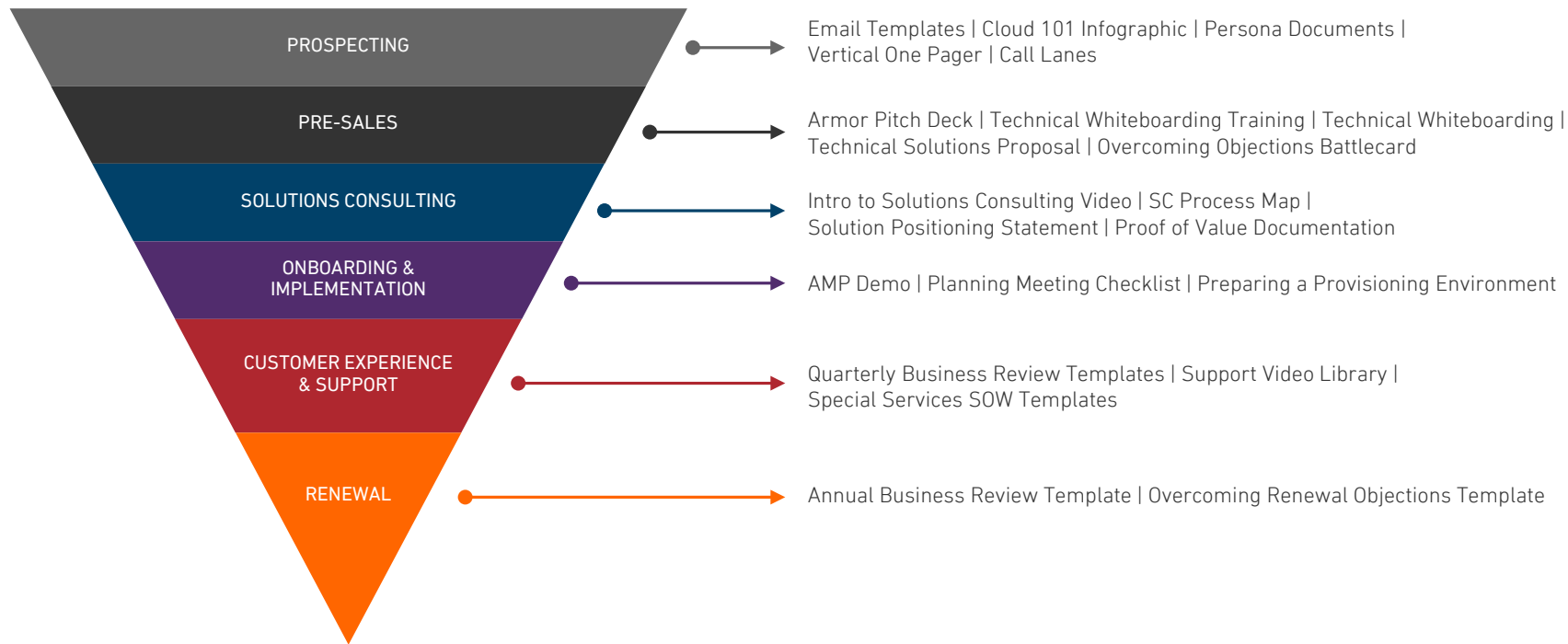
SALES ENABLAMENT IS...

THE **RIGHT** ASSET, AT THE **RIGHT** TIME, WITH THE **RIGHT** LEVEL OF DETAIL TO ENABLE YOU TO SUCCEED IN THE MOMENT OF TRUTH.

EXECUTING ACROSS THE FUNNEL

EXECUTING ACROSS THE FUNNEL

PROSPECTING — Email Templates | Cloud 101 Infographic | Persona Documents | Vertical One Pager | Call Lanes

PRE-SALES — Armor Pitch Deck | Technical Whiteboarding Training | Technical Whiteboarding | Technical Solutions Proposal | Overcoming Objections Battlecard

SOLUTIONS CONSULTING — Intro to Solutions Consulting Video | SC Process Map | Solution Positioning Statement | Proof of Value Documentation

ONBOARDING & IMPLEMENTATION — AMP Demo | Planning Meeting Checklist | Preparing a Provisioning Environment

CUSTOMER EXPERIENCE & SUPPORT — Quarterly Business Review Templates | Support Video Library | Special Services SOW Templates

RENEWAL — Annual Business Review Template | Overcoming Renewal Objections Template

PARTNER ENABLEMENT | MODULAR TRAINING OVERVIEW

| INTRO TO ARMOR/ ONBOARDING	PROSPECTING	PRE-SALES	SOLUTIONS CONSULTING	PRODUCT ON-BOARDING/ IMPLEMENTATION	CUSTOMER EXPERIENCE/ SUPPORT	RENEWAL
▪ Intro/History of Armor ▪ Cloud 101 – Video ▪ Intro to Shared Responsibility ▪ Armor Competitive Landscape ▪ SECaaS Platform Tour ▪ Executive Business Review Process ▪ Partner Assessment Octagon ▪ Technical Walk-thru of Armor	▪ Qualifying Opportunities ▪ Key Verticals and Talking Points ▪ Cold Calling Script ▪ Email Templates ▪ Email Campaigns/ Blasts	▪ Cloud 101 Infographics ▪ Technical White-boarding ▪ Technical Walk-thru of Armor ▪ Conducting a Technical Discussion ▪ Technical Solutions Proposal & Design ▪ Overcoming Objections Battlecard ▪ Prisma Co-branded Doc ▪ Armor Pitch Deck ▪ Armor Competitive Landscape ▪ AMP Demo	▪ Intro to Solutions Consulting ▪ Discovery/Tech Discovery ▪ Understanding Armor Portfolio – What We Do/Don't ▪ SC Process Mapping ▪ Positioning Statement ▪ AA - Summarize Qualification ▪ Create an Instance ▪ Technical Engagement ▪ API List ▪ AMP Components ▪ POV Qualification/ Process	▪ AMP Demo ▪ Planning Meeting Checklist ▪ On-boarding Plan ▪ Understanding Implementations ▪ Preparing a Provisioning Environment Checklist	▪ EBR/QBR templates ▪ Tier 3 internal transition checklist ▪ Creating a Customer Playbook checklist ▪ Customer Technical Artifacts doc ▪ Support Ticket Flowchart – when partner or Armor should handle ▪ Special Services Process – SOW template	▪ Annual Customer Review Template – Key Success ▪ Overcoming Renewal Objections – Template ▪ Risk VS. Cost Calculator

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STAGE ASSETS

PROSPECTING

- Qualifying an Opportunity Battlecard
- Key Verticals Talking Points Sales Aid
- Email Templates

PRE-SALES

- Cloud 101 Infographic
- Overcoming Objections Battlecard
- Armor Pitch Deck
- *Shared Responsibility 1-Pager*
- Use Case Examples by Vertical Info Sheet
 - Financial
  - *Health*
  - *Tech*
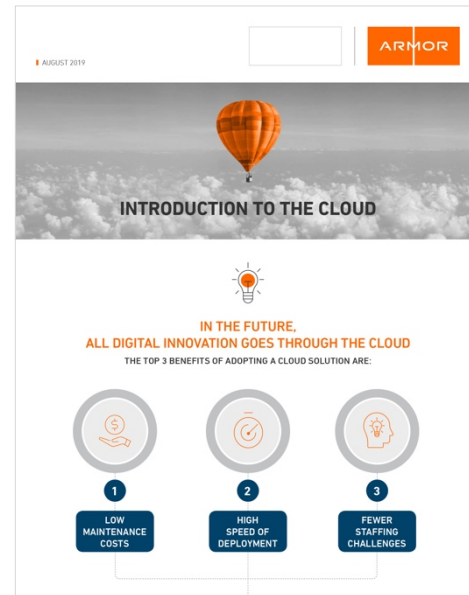
STAGE ASSETS

SOLUTIONS CONSULTING

- Discovery Session Checklist
- Introduction to Solutions Consulting Video
- Solutions Consulting Process Map
- Armor Positioning Statement
- Creating an Instance Instructional Document
- API list document

ON-BOARDING & IMPLEMENTATION

- Implementation Planning Meeting Checklist
- *Portfolio of Implementation Videos*
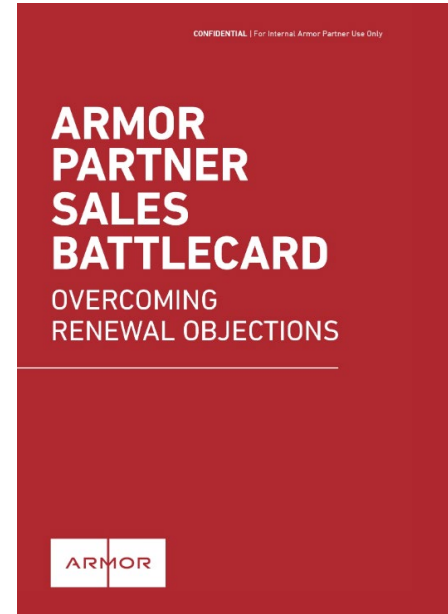

SECURITY: MALWARE PROTECTION
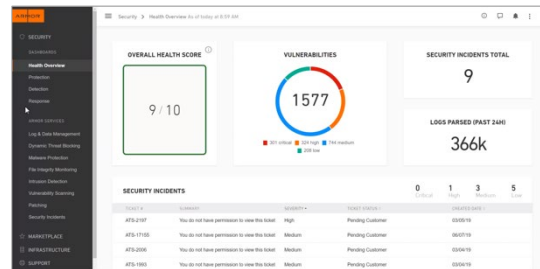
STAGE ASSETS

CUSTOMER EXPERIENCE

- Quarterly Business Review Template
- Partner/Client Communication Protocol
- *Technical Support Training Videos*

RENEWAL

- *Annual Client Experience Checklist (Partner > Client)*
- Overcoming Renewal Objections

CONFIDENTIAL | For Internal Armor Partner Use Only

ARMOR PARTNER SALES BATTLECARD

OVERCOMING RENEWAL OBJECTIONS

ARMOR

GROUP ACTIVITY:
DREAM ENABLEMENT
RESOURCE

ACTIVITY GUIDELINES

- **Think of your dream resource**
  (Case study, battlecard, training, industry knowledge – that one tool or activity that would make it EASY for you to sell)

- **Vote for one category with a show of hands**
  (Product Training, Industry Education, Sales Skills Training, or Go-to-market assistance)

- **We will discuss suggested topics within the most popular category**

- **No idea is too big or too small, think outside the box**

PARTICIPATE IN THE DISCUSSION & GET A STARBUCKS GIFT CARD.

THE ARMOR PROMISE

ARMOR IS COMMITTED TO ENABLE PARTNERS TO SUCCEED

PROGRAM BENEFITS:

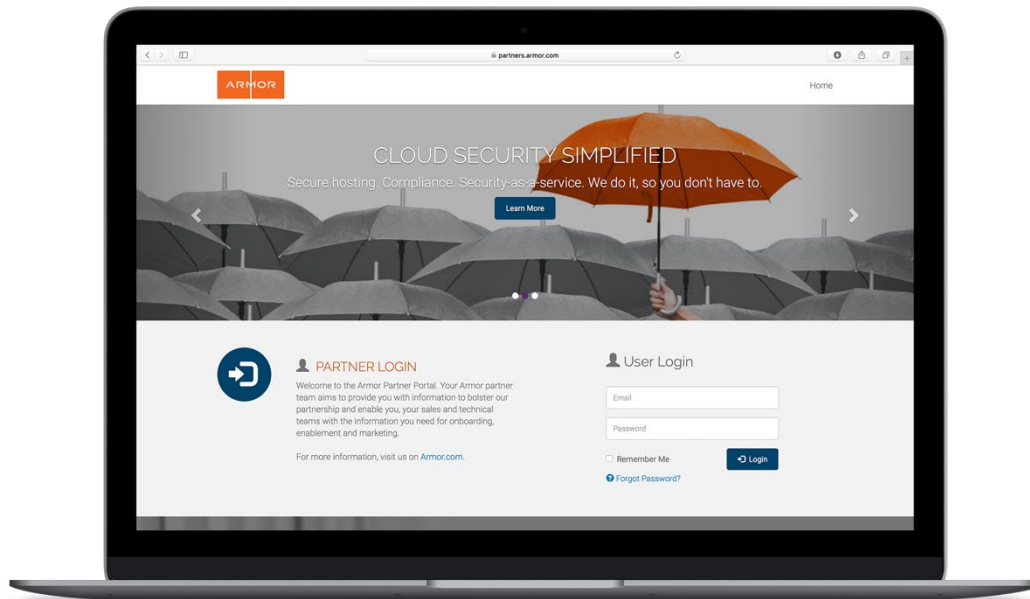|				
REGULAR UPDATES BASED ON PRODUCT CHANGES OR MARKET DEMANDS	MATERIALS TAILORED TO VERTICALS IN WHICH WE EXCEL	MATERIALS DESIGNED FOR EASY CO-BRANDING	ON-GOING SUPPORT FROM A DEDICATED PARTNER MARKETING TEAM	MEMBERS ONLY PARTNER PORTAL

PARTNER PORTAL DEMONSTRATION

ELEVATOR PITCH

KEEP IT SIMPLE

1. Standard Install, display pre-installation check, full agent installation and registration, and post installation check printed to console:

[Net.ServicePointManager]::SecurityProtocol = [Net.SecurityProtocolType]::T1s12; Invoice-WebRequest https;//get.core.armor.com/latest/armor_agent.psl –outfile armor_agent.psl ; .\armor_agent.psl –license TXYHQ-CBQ84-664HR-7F622

Q & A

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Marketing