



Questions to ask your client:

- What is your current cybersecurity strategy?
- Has your business ever been affected by a cyber attack?
- Do you feel confident in your current cybersecurity strategy?
- Are you the person who makes decisions regarding your cybersecurity solutions?
- What is your recovery process in the event that a cyber attack occurs?
- Does your team experience alert fatigue?



Keywords/phrases to listen for:

- No cybersecurity tools in place or they aren't sure what they have
- Just have antivirus/malware protection
- Too many alerts
- Not enough time/resources to manage
- Compliance concerns
- Anything that is or relates to MDR, XDR, EDR, SOCaaS etc.
- Cybersecurity solutions are too expensive



For clients that may be a good fit... Bring up Ostra Cybersecurity in that moment:

- *"It sounds like there's some opportunity to review cybersecurity solutions."*
- *"If you're open to it, I'd like to introduce you to our partners at Ostra Cybersecurity."*
- *"We partner with Ostra because they provide an all-encompassing cyber solution that businesses of all sizes can typically afford."*