SECTIGO WEB
SECURITY PLATFORM

UNDERSTANDING THE
AUTOMATED
SALES STRATEGY

INTRODUCTION

An automated product portfolio guaranteed to provide proactive protection for your customers and increase your ARPU.

The Sectigo SSL certificate differentiation lies in its on by default Web Detect scanner feature. This feature acts as an 'alarm system' notifying customers of critical malware infections and other security vulnerabilities detected on their websites while also giving our partners a great upsell opportunity towards higher tiered website protection products.

Our workflows provide turnkey assets on how to use the scan results to inform customers about any uncovered critical security vulnerabilities on their websites. Partners can then sell solutions that automatically patch security vulnerabilities, clean sites of infections, backup files, improve site speed and block attacks with a firewall.

AWARENESS

CONSIDERATION

DECISION

This infographic looks at all the stages of this upsell journey, to help partners understand what their buyers are doing and how they can help move them from one stage of the sales cycle to the next by utilizing our turnkey assets.

AWARENESS

YOUR BUYER

The journey begins once customers have purchased a Sectigo SSL certificate with an included 'on by default' Web Detect license. They now count on your company to keep their website protected.

IDENTIFY NEED

At the beginning of their journey, your customers are most likely unaware of two things: the power of having threat visibility, and the fact that they actually have a need for additional website security layers.

They are grappling with the following question: "How do I know if I'm interested in additional security if I don't even know if I have a problem?"

BUYERS ACTION

Customers activate the recently purchased SSL on their domain name.

UNCOVER PAIN POINTS

Sectigo Web Detect comprehensive scanners are then activated and will continuously check customer's websites uncovering any hidden malware, viruses, and other critical security issues.

RESEARCH

Once your customers realize that they have a security pain point, their research for a solution begin - exploring available options to fix the problem.

Research shows that **72% of customers will turn to Google** if they do not have a solution immediately presented to them. **For non Sectigo partners this becomes a missed sales opportunity.**

PARTNERS ACTION

Fully automated scan reports listing any found security issues are sent to customers. Partner's choose between co-branded or white labeled notification emails that provide clear and easily digestible threat reports with solution plans - empowering their customers with insight and remediation.

CONSIDERATION

COMPARISON

At this point customers are drilling down into the solution features that matter most to them. It is important to have easy to understand and highly relatable content explaining products and solutions.

JUSTIFICATION

Providing a set of fully managed solutions that solve specific pain points will help accelerate buyers towards the decision stage. Buyers will see greater value with solution plans that have security products requiring minimal customer action.

PARTNERS ACTION

Justify buyer purchase, with month over month value, by offering set-it and forget-it automated services such as patching outdated applications, malware clean up, improved site performance and DDoS attack protection.

Uncover hidden threats and discover new sales opportunities within an existing customer base.

20% NURTURED LEADS
produce, on average a 20% increase in sales opportunities.

25% RISK ALERTS
will trigger approximately 25% amongst all customers when deploying the Web Detect License on all existing and new customers.

PARTNERS ACTION

Using our simplified single pane dashboard, partners can generate scan reports listing all customers' websites that have been flagged with any security risks.

DECISION

SELECTION

Once buyer has choices narrowed down, they may need further assistance in selecting the right solution. If they have chosen a plan, they are then thinking about implementation and customer support – these are all the final items that finalize their decision.

PARTNERS ACTION

Sectigo Web best practices, implementation guides, CMS plugins and cyber specialists make sure your customers concerns are addressed. Always available 24/7 whether via phone, chat, email or ticket support.

IT IS 6-7 TIMES MORE COSTLY to attract a new customer than it is to retain an existing customer.
-White House Office of Consumer Affairs

Utilize our automated flows that leverage actionable customer intelligence and helpful content on the more advanced features and tips on using Sectigo Web products more effectively and efficiently.

If you can help your customers see more value from security products in your portfolio, they're far more likely to remain your customer when renewal time comes around.

Make sure your customers are happy, secured, and informed at every stage of their buyers' journey.

Organically transition your SSL customers into buyers of proactive website protection with a fully integrated and automated product portfolio.

AUTOMATE SALES TODAY

Sectigo.com