

QUICK SELL GUIDE – THREATREMIATE FOR VARs

An Educational Guide to Selling Security Outcomes

Purpose of This Guide – How Buyers Actually Think About Security

Customers do not buy security because they want technology. They buy it because they do not want unmanaged responsibility when something goes wrong. ThreatRemediate succeeds because it removes uncertainty, not because it adds visibility.

THE QUESTIONS

What ThreatRemediate Really Is – Decision Outsourcing Explained

1 Monitoring observes. Detection informs. Response decides. Remediation acts.

ThreatRemediate exists to own decisions customers do not want to make under pressure.

Why Customers Feel Exposed – The Psychology of Cyber Risk

2 Security pain is emotional before it is technical. Executives fear board scrutiny. IT leaders fear blame. Teams fear being unprepared.

ThreatRemediate replaces fear with structure.

What Is Included and Why It Matters – Coordination Beats Coverage

3 Fragmented tools increase confusion during incidents. Unified response creates clarity and confidence.

Identifying the Right Buyers

4 Strong buyers ask about response, accountability, and audits rather than features. Behavior matters more than headcount.

Understanding Objections Correctly

5 Most objections defend prior decisions rather than reject new ones. ThreatRemediate reframes responsibility without challenging competence.

Why Simple Pricing Works

6 Simple pricing reduces anxiety and accelerates approval. Clarity closes deals faster than optimization.

The Sales Motion

7 Discovery exposes ownership gaps. Risk snapshots create urgency. Clear proposals align outcomes to responsibility. Reviews expand value.

Expansion Through Trust

8 Customers expand when they feel protected, not pressured. Trust drives upsell.

The One Page Pitch

9 The pitch works because it removes ambiguity. Problem is clear. Impact is personal. Solution owns responsibility. Timing feels immediate.

Final Note to VARs

Selling security is selling certainty in uncertainty. VARs who understand this stop competing on price.