

Intorduction To Cyber Pre-sale

16 hours, 4 sessions - **in-person** | 16 hours, 8 sessions - **online**

About the course

The technological advancements of the late 20th century and early 21st century, particularly in the fields of computing, biotechnology, and energy, have led to the Information Revolution, which has transitioned humanity from the era of the Industrial Revolution to a new technological era. The Information Revolution serves as the foundation for the upcoming revolution expected in the mid-21st century - the Bio and Nano-technology revolution. The accelerated pace of technological change requires the engagement of experts from various fields: computing, electronics, coding, electricity, biology, biotechnology, and more, who are rapidly developing new technologies one after another. Sales professionals in the tech industry also play a crucial role in marketing their company's products to potential customers, both domestically and internationally.

Course Objectives

The goal of sales studies in the high-tech field is to equip employees whose specialization is in selling technological products to potential clients, while emphasizing service quality, product branding, and maximum exposure to tailored target audiences.

target audience

The course is intended for individuals who are interested in entering the field of sales in the world of technology.

Pre-requisites

There are no prerequisites for the course.

Course content

- a) Familiarity with the cybersecurity landscape
- b) Key Frontiers
- c) The CIA Model (Confidentiality, Integrity, Availability)
- d) Measuring Risks in an Organization with No Information Security at the Level of International Standards
- e) Cyber Defense
- f) Cyber Offense (Applicative Defense)
- g) Leading Products in the Global Market and Examples of Their Implementation
- h) Cloud Solutions and On-Premises Solutions
- i) Assessment, Deployment, and Market and Target Audience Selection
- j) The Business Model - Why It's Important to Invest in Cybersecurity Solutions