

10 Ways to Show Security Value

Without Waiting for an Incident

When security is invisible, renewal conversations become price conversations. Clients forget security's value when nothing goes wrong. Use these proactive signals to maintain visibility and demonstrate ongoing protection.

- 1 Weekly 'What We Blocked' Summaries**
Send brief Friday updates: '23 phishing attempts blocked, 8 vulnerabilities patched, backups tested successfully.' Takes 2 minutes to read, keeps security top-of-mind.
- 2 Monthly Threat Intelligence Reports**
Share relevant industry threats: 'This month attackers targeted companies like yours with X tactic. Here's how we're protecting you.' Demonstrates you're watching for them.
- 3 Quarterly Security Scorecard**
Visual dashboard showing improvement trends. 'Your security posture improved 23% this quarter—you're now ahead of 67% of companies your size.'
- 4 Industry Benchmark Comparisons**
Show where they stand: 'Your patch management response time is 40% faster than industry average.' Provides context for the value you deliver.
- 5 Insurance Requirement Tracking**
Proactively manage cyber insurance compliance: 'We're maintaining your eligibility for preferred rates by keeping MFA and backup requirements current.'
- 6 Compliance Status Dashboards**
For regulated industries, show ongoing compliance work: 'Maintained HIPAA compliance across 47 system checks this month.'
- 7 Security Posture Scoring**
Assign a monthly score (1-100) with explanations: 'Your score improved from 73 to 81 due to completed MFA rollout and updated incident response plan.'
- 8 Patch Management Visibility**
Show the hidden work: 'Applied 142 security patches this month across your systems—84% of them were critical.'
- 9 User Training Completion Stats**
Demonstrate culture building: '94% of staff completed phishing training, with a 67% improvement in identifying suspicious emails.'
- 10 Incident Response Readiness Tests**
Run tabletop exercises: 'Your team detected and contained our simulated ransomware attack in 47 minutes—faster than 82% of companies.'

Remember: Rhythms beat sporadic updates. Pick one signal and repeat it consistently.

Your 30-Day Confidence Challenge

Step 1: Pick ONE Client

Choose a client where you want to strengthen the relationship. Ideally someone on a renewal cycle in the next 6-12 months.

Step 2: Add ONE Confidence Signal

Select one tactic from the previous page that fits your capacity. Examples:

- Weekly Friday summary email
- Monthly 'What We Blocked' report
- Quarterly security scorecard

Step 3: Repeat Weekly for 30 Days

Consistency matters more than perfection. Set a calendar reminder. Make it a habit.

Step 4: Ask The Gold Question

After 30 days, schedule a brief check-in and ask:

"Do you feel more confident in your security today than last month?"

Why This Works

- **Security is safety.** When clients feel safer, they value your service more.
- **Safety creates confidence.** Confidence comes from consistent visibility, not perfect protection.
- **Confidence creates loyalty.** Confident clients renew, refer, and expand services.

Key Insight: You're not proving security worked. You're installing confidence that it's working. That one question, asked regularly, shifts the conversation from 'What did you do?' to 'How do I feel?' Remember, feelings drive retention decisions.

From Proving Security → Installing Confidence