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Cybersecurity Business Road Map

Asses your current state and build a better future



Scoping Call & Contracting



Materials Review & Advisory Sessions



Findings Review & Refinement



Road Map Delivered

Scope

Business Alignment

- What do you do, mission, goals
- Who are your clients
- What is your message

Staffing Model

- Technical, sales, operations, +
- Incentive models, pay bands, costs
- Career planning, turnover & retention, employee satisfaction

Product & Services

- Current solutions, offerings, maturity, capabilities, skills
- Road map
- IP, industry alignments, +

Marketing

- GTM Strategy & plan execution, processes
- Measurements, metrics, ROI, +
- Tools, events, partners, channels, affiliates

Client Base

- Current, future/desired
- Closed / won data, why & how you win
- ICP, industry, challenges, growth areas

Operations

- Internal costs, P&L
- Loaded Cost Rates (LCR), margins, metrics, comp plan models
- Cost of sale, types of revenue

Sales

- Approach, planning & execution, targets, metrics
- Processes & tools, pipeline management, sales cycles,
- Sales Team + pre-sales / technical sales
- Partners, channel, vendor, +



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