INTEGSEC

Sales Cheat Sheet

Service Selection | Quick Reference Guide

Quick Match: What Does the Customer Need?

External Vuln Assessment

"We need to know what's exposed"

- First security initiative
- Compliance checkbox needed
- Small IT team / no security staff
- Budget under $5K/month
- Cyber insurance requirement

PTaaS

"We need to find security holes"

- Building/updating applications
- Frequent code deployments
- Need deeper than scanning
- Compliance requires pentesting
- Testing apps, APIs, or cloud

Red Team

"Can we detect real attacks?"

- Already have mature pentest program
- EDR/XDR/SIEM deployed
- Have SOC team or MSSP
- Board wants assurance
- Test human element

Pricing at a Glance

Service	Entry Price	Mid-Tier	Enterprise	Best For
Vuln Assessment	$299/mo	$899/mo	Custom	SMBs, compliance, continuous monitoring
PTaaS	$6,999/mo	$13,999/mo	$19,999+/mo	SaaS, dev teams, deep testing
Red Team	$699/mo	$9,999/engagement	Custom	Mature orgs, SOC validation

Security Maturity Progression (Land & Expand)

FOUNDATION		GROWTH		ADVANCED
Vuln Assessment	→	**PTaaS**	→	**Red Team**
From $299/mo		From $6,999/mo		From $699/mo

Service Selection Objections

"We just need a pentest, not ongoing service"

Point-in-time tests create blind spots. But if budget is tight, **start with Vuln Assessment** for continuous coverage at $299/mo, then add PTaaS when ready.

"Red teaming sounds like overkill"

If you don't have EDR/SIEM or a SOC, you're right—**start with PTaaS**. Red team tests your ability to detect, which requires detection tools first.

"Can't we just do vuln scanning ourselves?"

You can run scans, but you'll drown in **false positives (up to 80%)**. Our analysts validate everything. How much is your team's time worth triaging noise?

"PTaaS is too expensive for us"

Compare to one-off pentests ($15-50K each) or hiring ($150K+/year). If truly budget-constrained, **Vuln Assessment** gives continuous coverage at $299/mo.

"We need all three—can we get a discount?"

Absolutely. **Bundle pricing available**—let's scope your environment and I'll put together a custom package. Multi-service clients get priority support too.

Discovery Questions

- ? What's driving this security initiative? (Compliance, incident, board pressure?)
- ? Do you have a security team, or is IT handling security?
- ? What security tools do you have deployed? (EDR, SIEM, scanners?)
- ? How often do you release new code or make infrastructure changes?
- ? Have you done pentesting before? How did it go?
- ? What compliance frameworks apply? (SOC 2, PCI, HIPAA, etc.)
- ? What's your approximate security budget?
- ? Who needs to approve this decision?

Bundle Opportunities

Common Service Combinations

Vuln Assessment + PTaaS	Continuous external + deep app testing
PTaaS + Red Team	Find vulns + test detection
All Three Services	Complete security validation program

Upsell & Cross-Sell Triggers

Vuln Assessment → PTaaS

When they say:

Vuln Assessment → Red Team

When they say:

PTaaS → Red Team

When they say:

"We found web app vulnerabilities" or "We're launching a new product" or "Auditor wants manual testing"

"External scan is clean" or "We deployed EDR" or "Board wants breach simulation"

"We fixed everything you found" or "We built a SOC" or "We want to test our people"

Red Team → PTaaS

When they say:

"We found gaps in our apps" or "We need continuous testing" or "New dev team hired"

PTaaS → Vuln Assessment

When they say:

"We want continuous monitoring" or "Insurance requires monthly scans" or "Budget for ongoing"

Any → Bundle

When they say:

"We need comprehensive coverage" or "What else should we do?" or "Board wants full program"

Wrong Service Signals

- ! **Wants Red Team but no security tools** → Point to PTaaS or Vuln Assessment first
- ! **Wants PTaaS but only has 2 public IPs** → Vuln Assessment is better fit
- ! **Wants Vuln Assessment but needs app testing** → PTaaS is the right choice
- ! **Budget under $200/mo** → May not be ready; suggest free consultation
- ! **Expects one service to solve everything** → Educate on layered approach

Quick Pitch by Persona

CEO/CFO:	"Predictable cost, compliance coverage, risk reduction"
CTO/VP Eng:	"Test as you ship, real findings, no false positives"
CISO/Security:	"Validate controls, MITRE coverage, executive reporting"
Compliance:	"Audit-ready reports, framework mapping, evidence"