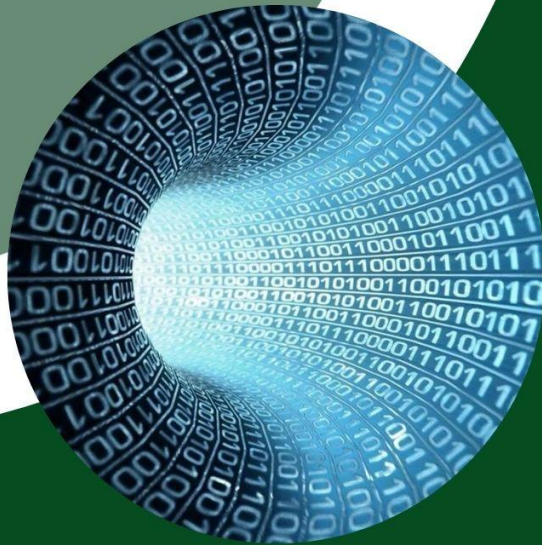




# CYBER SENTRIQ



29<sup>TH</sup> APRIL 2026

## Harper & Cole LLP



*Harper & Cole LLP is a UK-based professional services firm with around 120 employees across three offices. They provide financial and legal advisory services to mid-market clients and rely heavily on Microsoft 365 to collaborate and manage sensitive client data.*

*They've been customers of yours for the past three years. You currently provide: Microsoft 365 licensing, Day-to-day IT support, Endpoint protection*

*The relationship is stable. They recently renewed their agreement with minimal discussion, and overall, they're seen internally as a 'good, low-maintenance account.'*

*Alongside your services, they have a small internal IT team of three people who manage projects, suppliers, and internal support. The team is known to be stretched, balancing reactive support with ongoing work.*

*Over the past couple of years, they've made what they describe as "good investments" in security and feel they are in a strong position. They haven't experienced any major incidents.*

*There have been a few minor issues. A phishing email recently got through, and a user clicked a link, but no immediate impact was reported. These incidents are generally seen as routine.*

*During a recent check-in, they mentioned that backups are "in place," although they've never had to rely on them in a real situation. No further detail was shared.*

*From a leadership perspective, the focus is on maintaining stability rather than making changes. There are no active projects in this area, and any additional investment would need clear justification.*

*They're not currently asking for anything new, but they're open to conversations and generally trust your guidance.*

## **“If you lead with the product, you’ve already lost.”**

### **Current State (Don’t assume “stable” means “good”)**

*“When you say things are stable, what does that actually look like day to day?”*

*“Where do things still feel a bit manual or reliant on people rather than process?”*

*“If I sat with your team for a day, where would I see friction?”*

### **Dig deeper:**

*“Who feels that the most internally?”*

*“How often does that crop up?”*

### **Internal IT Team Pressure (This is a big opening)**

*“You mentioned the team’s stretched — what’s typically taking up most of their time?”*

*“What keeps getting pushed because they’re busy firefighting?”*

*“If they had 20% more capacity, where would they focus it?”*

### **Dig deeper:**

*“What’s the impact of that not getting done?”*

*“Has that caused any delays or risks recently?”*

### **Security Confidence vs Reality**

*“You said you’ve made good investments in security — how are you measuring that it’s working?”*

*“What does ‘strong position’ mean to you in practice?”*

*“Where do you still feel slightly exposed, if anywhere?”*

### **Dig deeper:**

*“If something did get through, how confident are you you’d catch it quickly?”*

*“Who owns that accountability internally?”*

**Phishing Incident (Gold dust if handled right)**

*“That phishing email — how was it picked up in the end?”*

*“What would have happened if it hadn’t been spotted?”*

*“How often are things like that happening, even at a low level?”*

**Dig deeper:**

*“What did you learn from that incident?”*

*“Did anything change afterwards?”*

**Backups (Classic ‘we’re covered’ assumption)**

*“You mentioned backups are in place — when was the last time you tested a full restore?”*

*“If you had to recover something critical tomorrow, how long would that realistically take?”*

*“Who owns and checks that process internally?”*

**Dig deeper:**

*“What’s the impact on the business if recovery takes longer than expected?”*

*“Is that something leadership have visibility on?”*

**Risk & Impact (Move from ‘fine’ to ‘why it matters’)**

*“If systems went down for a day, what would that actually mean for the business?”*

*“What’s the knock-on effect on your clients if something slips?”*

*“Where would the biggest pressure come from internally?”*

**Dig deeper:**

*“Has anything close to that happened before?”*

*“What did that cost — time, stress, reputation?”*

### **Leadership & Priorities (They've said 'no projects' — test it)**

*"You mentioned the focus is stability — what would need to happen for that to change?"*

*"What would justify investment in this area from leadership's point of view?"*

*"Are there any upcoming pressures — compliance, growth, client expectations — that could shift that?"*

### **Dig deeper:**

*"Who would need to be convinced internally?"*

*"What would they care most about?"*

### **Future State (Create contrast without pitching)**

*"If everything was working exactly how you'd want it, what would be different?"*

*"What would 'less stretched' look like for your IT team?"*

*"What would give you complete confidence in your security and resilience?"*

### **Dig deeper:**

*"How valuable would that be to the business?"*

*"What would it free you up to focus on?"*

### **Commercial Qualification (Before any solution talk)**

*"If we did find something worth improving, how do you normally approach investment decisions like this?"*

*"Is there budget flexibility for the right case, or does it need to be planned in?"*

*"What kind of ROI or justification tends to land well internally?"*

### **Recommended Reading**

*Authentic Happiness – Martin E. P. Seligman*

*The Jelly Effect – Andy Bounds*

*Think and Grow Rich – Napoleon Hill*

*Start with Why – Simon Sinek*

*Getting to Yes – Roger Fisher & William Ury*

*Never Split the Difference – Chris Voss*

*Who Moved My Cheese – Dr Spencer Johnson*

*Persuasion – James Bourg*

*The Experience Economy – B. Joseph Pine II*

*Fanatical Prospecting – Jeb Blount*

*Cold Calling for Chickens – Bob Etherington*

*The Sales Bible – Jeffrey Gitomer*

*The Pirates Guide to Sales – Tyler Menke*

*To Sell Is Human – Daniel H. Pink*

*The Challenger Sales – Matthew Dixon*

*The Sales Plan – Carlos Horner*

*Sales Mind – Helen Kensett*

*Sales EQ – Jeb Blount*

### **Useful Podcasts**

*The Sales Dojo Podcast*

*Masters of Scale with Reid Hoffman*

*The Sales Gravy Podcast*

*The Brutal Truth about Sales and Selling*

*Anecdotally Speaking Shawn Callahan and Mark Schenk*

*The Sales Evangelist with Donald Kelly*

*Sell or Die*

*Sales Made Easy with Harry Speight*

*The Salesman Podcast*



*Grade how successful you want to be 1 – 10 (\_\_\_)*

*How much personal development do you currently invest in? 1 – 10 (\_\_\_)*

*Your success is directly correlated to your personal development levels.*

*Your success number will never rise higher than your personal development number.*

*This should always include support as well as self-learning/growth.*

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