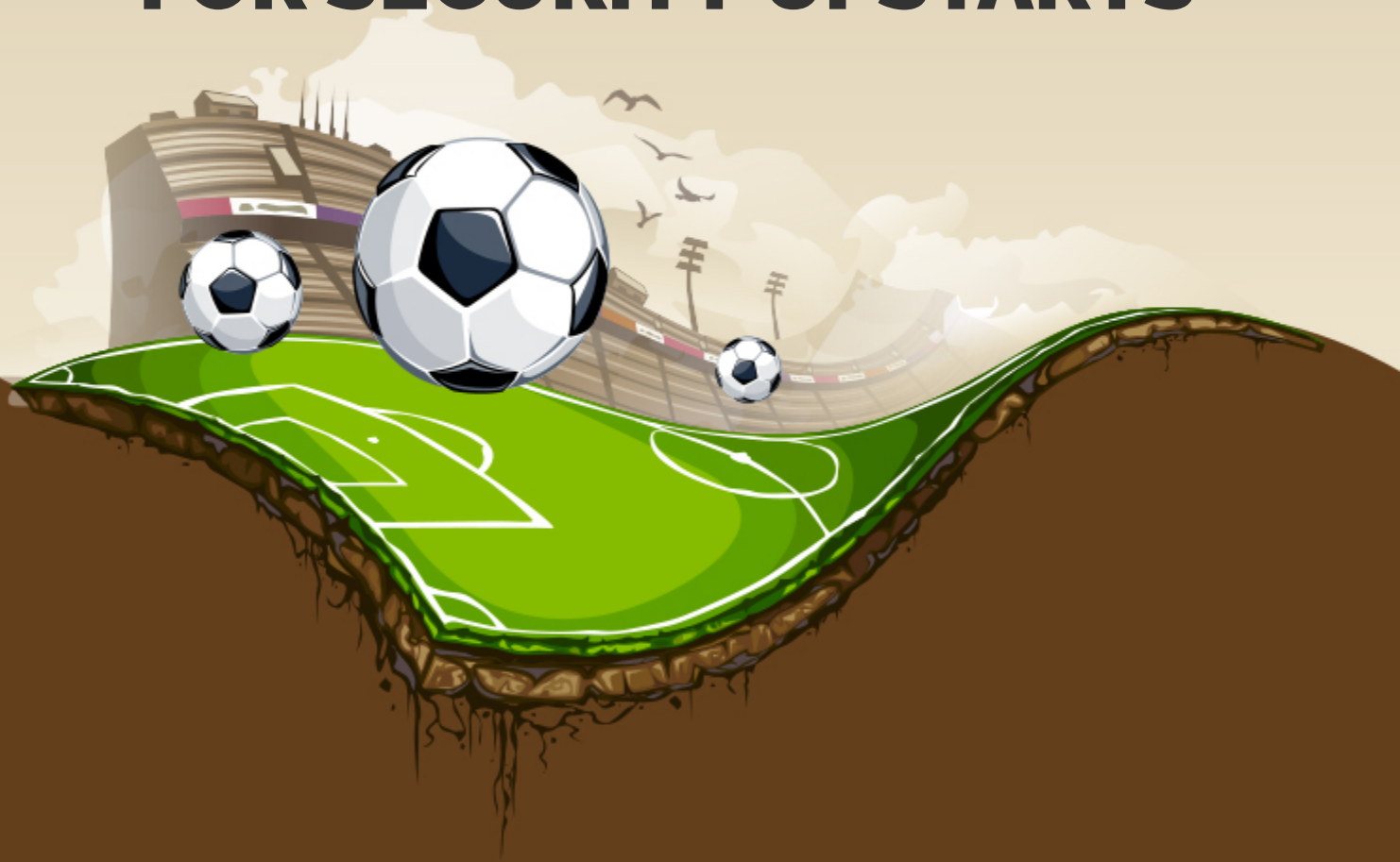


HUSTLE UP 2+

**A SECURITY COACHING GUIDE
FOR SECURITY UPSTARTS**



DR SYLVAN LIGHTBOURNE

BUSINESS WARS!

**HOW TO DOMINATE C-SUITE EXECUTIVES
BY SWEAT EQUITY INVESTING**

**SECURITY EXECUTIVE EXECUTION-
EXECUTIVE EXECUTION**



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"Why delay the inevitable? There is a silver lining? ." -Dr. Sylvan Lightbourne

SELLERS PITCH

Selling a pitch to senior or junior executive partners can be a pain in disguise for those recipients' attempts to analyze all probabilities of your decisions to implement security projects.

Projects which may be of greater interests to the business unit operations and its security systems. This unification process of execution would pave the way for any decision going forward once you develop your skills in presenting and initiating the sellers pitch.

Pitch like you mean it, like you own it, like it comes from the depth of your core and knows it to be true.

Regrettably all departments' budgets allocate a financial annual outlook which determines a growth in that sector of business, especially when those budgets come with a pitch of determination on which ones can be fruitful long term.

***"Selling is an invaluable commodity today."* -Dr. Sylvan Lightbourne**

FUTURES PRESENT VALUE

To share ideas to these executives coming from a security standpoint is like running into a minefield unprepared for all they know what to do is to explode.

Be relentless in delivery and focus on the close of your pitch by finding innovative ways of storytelling and future selling on the problems faced today which can be resolved to improve productivity tomorrow
So what is your execution? And what is your delivery method?

For the ideal concept is to persuade them enough to believe that your project has merit and rewards going forward.

To let them feel the presence of brilliance and scientific future frontierism amongst executives and stakeholders.

"We want to survive, so what are the hold up execs? ." -Dr. Sylvan Lightbourne



MUST EXECUTE

Execution is key to ensure your sales pitch is in line with the organization mission and vision strategy and concludes to all that you continue to be the right security executive money cannot buy.

Your point must be well articulated and poised to be on point, with no exaggeration to contest the end product.

As little as you can, your template must be in focus with language similar to understand and your designs recent to the new delivery options.

For your, constant duty prevails over all departments, especially those who assume they know a lot more than you in return for protection of the company estate.

As unfortunate demeanor all face in the industry, the frequent harassment and board room conversation on what the security executive should be doing and is not.

A company gossip line filled with hours of long distance calls over incompetence and their patience for it.

As this is written in the context of not being this type of labeled security executive and one who can bring out the best in your command and the security who are in most heed of it.

"Make way for the security dog! ." -Dr. Sylvan Lightbourne



THANK YOU

**WE WELCOME YOUR FEEDBACK FEEL FREE TO GET IN TOUCH WITH US FOR ANY FEEDBACK OR
QUESTIONS**

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