CCRS Agenda: October 23–24, 2025

DAY ONE

Thursday, October 23

(Times are Eastern)

Session 1	10:00 AM – 10:40 AM
Session 2	10:50 AM – 11:30 AM
BREAK	11:30 AM – 11:45 AM
Session 3	11:45 AM – 12:25 PM
LUNCH	12:25 PM – 2:00 PM
Session 4	2:00 PM – 2:40 PM
Session 5	2:50 PM – 3:30 PM
BREAK	3:30 PM – 3:45 PM
Session 6	3:45 PM – 4:25 PM
Q&A	4:25 PM – 4:45 PM

DAY TWO

Friday, October 24

(Times are Eastern)

Session 7	10:00 AM – 10:40 AM
Session 8	10:50 AM – 11:30 AM
BREAK	11:30 AM – 11:45 AM
Session 9	11:45 AM – 12:25 PM
LUNCH	12:25 PM – 1:30 PM
Session 10	1:30 PM – 2:10 PM
Session 11	2:20 PM – 3:00 PM
Session 12	3:10 PM – 3:50 PM
Q&A	3:50 PM – 4:00 PM

DAY ONE

Session 1: Simplify, Focus, Close: How Galactic's Sales Framework Can Transform Your MSP

Time: 10:00 AM - 10:40 AM

Objective:

- Introduce the CCRS program as the foundation for predictable, scalable MSP sales.
- Demonstrate the transformative power of MRR-focused sales versus project-based approaches.
- Establish credibility and inspire attendees with real-world success stories, emphasizing that this process works across industries and company sizes.

Session 2: Unlocking the Secret to MSP Sales: Why Pen Tests and RICs Are Your Ultimate Game Changers

Time: 10:50 AM - 11:30 AM

Objective:

- Equip attendees with the skills to communicate the value of the Risk Intelligence Countermeasures (RIC) framework and position their offerings as essential for both clients and prospects.
- Demonstrate how to use penetration tests effectively as a sales tool for different audiences.

CCRS

CERTIFIED CYBER RISK STRATEGIST

BREAK 11:30 AM – 11:45 AM

Session 3: The L1 Pen Test: How to Turn Scarcity into Value

Time: 11:45 AM - 12:25 PM

Objective:

- Equip attendees to position the L1 Pen Test as a high-value cybersecurity tool that drives urgency and demonstrates the necessity of risk management solutions.
- Focus on the value proposition, targeting the right audience, overcoming objections, and ensuring the pen test's findings resonate.

LUNCH 12:25 PM – 2:00 PM

Session 4: Mastering the 20-Minute Call

Time: 2:00 PM - 2:40 PM

Objective:

- Teach attendees how to conduct effective 20-minute phone calls that drive action, uncover meaningful findings, and address key objections.
- Equip them with strategies for engaging both clients and prospects, emphasizing clarity, confidence, and actionable next steps.

Session 5: Success Comes from Preparation—And So Do Sales

Time: 2:50 PM - 3:30 PM

Objective:

- Provide attendees with a step-by-step approach to prepare effectively for L1 readout meetings, ensuring their presentations resonate with clients and prospects.
- Emphasize the importance of storytelling, strategic questioning, and preparation to build credibility and drive results.

BREAK 3:30 PM – 3:45 PM

Session 6: Turning Insights Into Action—Mastering the Prospect Readout

Time 3:45 PM – 4:25 PM

Objective:

- Provide a clear framework for conducting effective prospect readout meetings that drive action.
- Emphasize how to maintain control, engage decision-makers, and use findings to position your recommendations as the next logical step.

Q&A 4:25 PM – 4:45 PM

DAY TWO

Session 7: Driving Trust and Action—Mastering the Client Readout

Time: 10:00 AM – 10:40 AM

Objective:

- Teach attendees how to adapt the readout process for existing clients, focusing on addressing accepted risks, compliance needs, and actionable recommendations.
- Showcase techniques to overcome resistance while strengthening client trust and positioning ongoing services.

Session 8: Role Play—Mastering the Prospect Readout

Time: 10:50 AM - 11:30 AM

Objective:

- Demonstrate how to handle prospect readouts effectively by navigating common challenges and objections.
- Provide attendees with clear strategies and best practices through live demonstrations led by Bruce and a Galactico.

BREAK 11:30 AM – 11:45 AM

Session 9: Role Play—Mastering the Client Readout

Time: 11:45 AM – 12:25 PM

Objective:

- Demonstrate how to conduct client readouts effectively, focusing on revisiting accepted risks, addressing objections, and building trust.
- Use live demonstrations to show how to maintain control and guide clients toward actionable decisions.

LUNCH 12:25 PM - 1:30 PM

Session 10: Mastering the QBR—Turning Insights Into Trust and Action

Time: 1:30 PM – 2:10 PM

Objective:

- Equip attendees with strategies to deliver impactful QBRs by maintaining control, addressing objections, and re-engaging clients.
- Demonstrate how to tie results and updates to actionable next steps, reinforcing the value of ongoing partnership.

Session 11: Closing the Gap—Overcoming Advanced Sales Challenges

Time: 2:20 PM – 3:00 PM

Objective:

- Equip attendees with strategies to handle high-stakes scenarios in client and prospect interactions.
- Address common mistakes and showcase how to navigate objections, disengagement, and technical derailments with confidence and control.

Session 12: Who Has Your Money? Identifying High-Value Clients and Prospects – EXERCISE

Time: 3:10 PM – 3:50PM

Objective:

- Empower attendees to identify specific clients and prospects most likely to benefit from the L1 pen test, creating a focused action plan to drive immediate revenue.
- Explain to the attendees that the next step isn't to go through and find prospects – they already exist.
- Clients who haven't moved forward, clients' vendors, etc.
- Reinforce the importance of targeting high-value opportunities over chasing low-probability leads.

Q&A 3:50 PM – 4:00 PM