



# TOOLKIT | ADVANCED TACTICS FOR GAINING PHYSICAL SECURITY BUDGET BUY-IN

## TEMPLATE 2: Anticipate Key Questions

Anticipating questions that your audience will have is a good way to help gain their support. Prepare answers to “who, what, where, why and how” questions, in order to establish more confidence in the plan and your ability to execute it.

Common questions you should have answers for include:

- What is the new technology, and how does it impact the organization?
- What problem(s) does it solve, and how do those problems impact the organization?
- Why does the organization need this right now?
- How does this solution solve your problems, interdepartmental problems, and overall organizational problems?
- What is missing from your current solution that the new one would offer?
- What are the basic security system requirements?
- What is the timeline of implementing the new security technology?
- What does success look like? What are your goals for the new technology and what are the metrics to measure against?

Use this template to organize your answers to come prepared to your meeting or presentation:

### Example:

QUESTIONS	ACCESS CONTROL TECHNOLOGY INVESTMENT (EXAMPLE)
What is the new technology, and how does it impact the organization?	Cloud access control allows centralized and remote access monitoring and management. Use granular, role based permissions for administrators, set up alerts for suspicious events, and gain actionable insights from data analytics built into the platform itself. Integrate with video surveillance, identity management software, and more to create a comprehensive security ecosystem.

QUESTIONS	ACCESS CONTROL TECHNOLOGY INVESTMENT
What is the new technology, and how does it impact the organization?	
What problem(s) does it solve, and how do those problems impact the organization?	
Why does the organization need this right now?	
How does this solution solve your problems, interdepartmental problems, and overall organizational problems?	
What is missing from your current solution that the new one would offer?	
What are the basic security system requirements?	
What is the timeline of implementing the new security technology?	
What does success look like?	
What are your goals for the new technology and what are the metrics to measure against?	

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