



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

## TEMPLATE 1: Know Your Audience

Getting support for physical security upgrades typically means communicating the problem, its impact, and the solution. The information you present depends on who you want to convince. Company owners and high-level executives are typically interested in the impact of new technology on the bottom line. Frame your request for upgrades in a format that clearly describes benefits aligned with the total cost of ownership and ROI.

When communicating to upper management, here is what you need for a successful outcome:

- Detailed analytics that support your recommendation.
- Information on current major news events within your industry, especially when they support your position
- The implementation process of the upgrades.
- Allies: Get IT on board by showing them the low IT maintenance and integration capabilities a cloud security upgrade provides. Additionally, integrating physical security with other employee management systems reduces redundancies and promotes organization efficiency.

Use this template to specify the right messages for your target audiences based on their role in the purchasing decisions and their potential concerns related to your project proposal:

### Example:

TARGET AUDIENCE	CONCERNS	ROLE IN PURCHASE DECISION
IT Department	<ul style="list-style-type: none"><li>• Quality and practical/functional aspects of a product or service</li><li>• Physical and cybersecurity</li></ul>	<p>Influencer</p> <p>Assesses the technical specifications &amp; impact to network security</p> <p>Identifies whether or not it will meet the technical and security needs/ demands of the business</p>

TARGET AUDIENCE	CONCERNS	ROLE IN PURCHASE DECISION
CFO/Finance		
Office Manager		
HR		
Risk Management/ Compliance officer		
COO		
CEO		
CIO/IT Department		

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