



ColorTokens Case Study

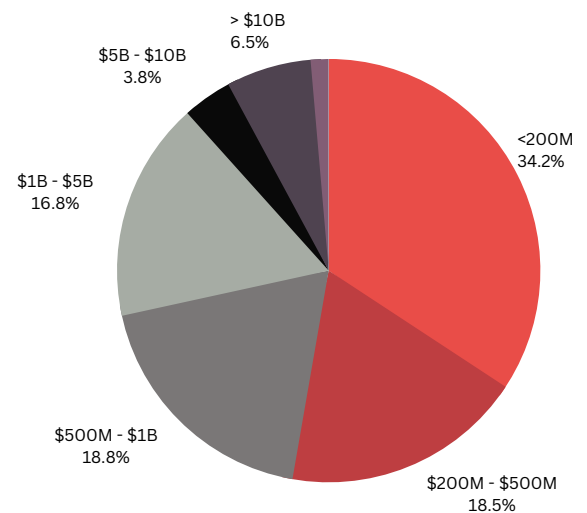
ColorTokens GTM strategy was to penetrate the Cyber Security Market with their Zero-Trust, Microsegmentation offering. In 2020-2021 Zero-Trust architecture started to pique the interest of the Cybersecurity market. We started by targeting companies of all sizes, before scaling up to handle all enterprise top-of-funnel engagement for ColorTokens. They decided to handle all SMB internally, as we were the strike team to help get their enterprise sales reps more meetings on their calendar. All meetings set over the phone through highly targeted cold-calling efforts

STATS

CAMPIAGN PERFORMANCE

Meetings Set	345
Meeting Shows	248
Show Rate	76.67%
Pipeline Generated	\$15.2M
Revenue Closed	\$2.28M

REVENUE RANGE



NOTABLE LOGOS FROM CAMPAIGN

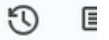


MEETING SPREADSHEET LINK

[HTTPS://DOCS.GOOGLE.COM/SPREADSHEETS/D/1_RFP2QWNFZSZSAB9EYNFBL-XKD8MM3STEQ3OF7NUXMW/EDIT#GID=0](https://docs.google.com/spreadsheets/d/1_RFP2QWNFZSZSAB9EYNFBL-XKD8MM3STEQ3OF7NUXMW/edit#gid=0)

WINNING SCRIPT

Screenplay v3 13Jan2021



t Tools Extensions Help

Normal text Avenir 13 B I U A

1 1 2 3 4 5 6 7

Colortokens Campaign Call Screenplay Calibration Phase v3 January, 2021

Option 1: Zero Trust

Hi [Name], hey this is Anthony calling from Colortokens...(up rising), the "Zero-Trust" "Blind-Spot" platform (?) ...*(stammer just a bit)* hey...I...uh know I'm an interruption here; *(brief pause)*. Can I grab a quick *27 seconds* to tell you why I called *(up-tone with a playful, yet confident feel)?*

*Um...by the way...does ColorTokens...ring a bell by chance?
(No)...oh ok gotcha...shot in the dark there (chuckle.)*

So...um...[Name]...let me get right to it...I believe that we have discovered a real <breakthrough> in Next Generation, Breach Prevention [Name]...that is...ah... exponentially simpler to administer (chuckle) than traditional, static layer-centric approaches...um...it's a real paradigm shift in cybersecurity and it's based entirely on a new, simplified and optimized architecture...um...that augments layered approaches to security.

[confidently] And...uh...so.... [Name]...briefly...our big idea...is that we see in today's East-West...ah lateral traffic activities...um..."perimeter-based security strategies" often are left to...ah...struggle to defend against all of these new complex flavors of cyber threats that run amok once they get past the front door. (pause) ...And the breakthrough...our superpower...is that we preach that...since enterprises won't be able to detect and block every threat...instead... they should adopt a "trust nothing, verify everything" approach to granting and controlling access.

[Pick up the pace...this riff should be delivered a bit faster and with a "don't give a crap" attitude] So super simple [Name], not trying to sell you anything or box you in a corner here...we're just doing some quick "drive-by outreach" with specific cyber threat Thought Leaders who may be kicking the tires on some lesser-known approaches to this particular flavor of "dark matter threat management" (smile!) and ah...lend a hand to the idea of making the concept of Zero Trust...ah...just a bit more intuitive and easy...

So [Name]...the timing is probably off, but would it be a ridiculous idea to grab 14...15 minutes on your docket/calendar and share some of these ideas with you and maybe your team?