



# *Quick Sales Guide*

[New](#)[Find in navigation](#)[DASHBOARD](#) >[PROGRAM SCOPING](#)[AUDITS](#)[ISSUES](#)[VENDORS](#)[QUESTIONNAIRES](#) >[SYSTEM OF RECORD](#) >[TO-DO LIST](#)[TOOLS](#) >[SETTINGS](#) >[Help](#) ^[ZenGRC Team](#) ^[Privacy Policy](#)  
Copyright © 2024

Dashboard	Owner	Updated	
<a href="#">Risk &amp; Vulnerability Dashboard</a>	Marcia Pan (CISO)	16/Sep/2024 1:38 AM	***
<a href="#">Audit Operations Dashboard</a>	Ari Light (GRC Staff)	16/Sep/2024 1:40 AM	***

## An Overview of ZenGRC

Let's take a quick look into our Simply Powerful GRC software that spans all aspects of GRC activities.

[Next](#)

# Value Propositions



## Efficiency

### Governance

- **Automated recurring tasks** and scheduling for periodic activities
- **Flexible automated** and easy to use **reporting** for quick insights

### Audit & Compliance

- **Recurring and automated evidence collection** & notifications
- Easy and **flexible workflows** speed up traditional audit process

### Third Party Risk Management & Risk Management

- **Automatic Scored** Vendor and Inquiry Based **Questionnaires**

## Effectiveness

### Governance

- Easy to create **custom attributes** supporting complex data needs
- **Trust Center** – Manage internal and customer requests & workflows

### Audit & Compliance

- Easily map and relate **custom controls, multiple frameworks, & metadata**

### Third Party Risk Management & Risk Management

- Supports **multiple quantified risk scoring methodologies** including effective automated reporting

## Simple Licensing

### Unlimited:

- Users
- Use Cases
- Frameworks
- Third Parties
- Integrations

### One License (3 SKUs)

- Primary Product (Required)
- Trust Center (Add-On)
- Business Intelligence (Add-On)

# Buyer and Buyer Trigger Questions



1. What frameworks and/or certifications (e.g. SOC 2, ISO, NIST, CIS) are you currently or looking to comply with?
2. For those frameworks/certifications, are there any process/workflow enhancements around evidence collection you are looking to work on this year?
3. How is your organization managing your Third-Party Vendor Risk Management process?

Full 1 Pager Takeaway here:

<https://www.zengrc.com/partner-resources/>

**ZenGRC**

## Buyer ICP - General

Size: 250 - 5,000 Employees

Seek organizations that have dedicated GRC/Information Security & Compliance Roles.

**Target Roles:**

- **LinkedIn Account Search:**
  - "Information Security" OR "compliance" OR "GRC" OR "Governance Risk and Compliance" OR "IT Risk" OR "Cybersecurity" OR "Security Compliance"
  - "CISO" OR "Security Compliance" OR "Information Security"
- **ZoomInfo Account Search:**
  - Information Security or Compliance or GRC or Governance Risk and Compliance or IT Risk or Cybersecurity or CISO or Chief Information Security Officer or Chief Compliance Officer or Chief Risk Officer (CRO)
- **Start with Managers and Directors of GRC or Information Security**
  - Vice President / Director: Information Security (InfoSec), Security, Cyber, Governance, Risk, and/or Compliance, Information Technology (IT)
  - C-Level: Chief Information Security Officer (CISO), Chief Compliance Officer, (CCO) Chief Risk Officer (CRO)

**Compliance & Audit:**

- SOC 2 - "sock two"
- NIST - "nist"
- CIS - "C-I-S"
- ISO - "eye-so"

**Typical Industries:**

- **Industry & Typical Relevant Programs/Frameworks**
  - Software - (SOC 2; ISO, CIS, NIST)
  - Health Tech (HIPAA, HITRUST, PCI, SOC 2)
  - State, Local, Educational Institutions (NIST, CIS, occasionally PCI-DSS, Laws & Regulations.)
- **Other Opportunity Industries**
  - Retail (PCI-DSS, GDPR (EU Privacy Law), US State Privacy Laws)
  - Manufacturing (NIST, ISO, CIS, GLBA (Sanctions/PEP))
  - Financial Services (PCI-DSS, FFIEC, GLBA (Sanctions/PEP), SOC 2, ISO)

zengrc.com 1



# Thank You!