



# SecurOT Sales Bootcamp

For Sales Teams looking to grow their skills in how to effectively sell OT and CPS security systems

## Benefits of OT Training with Wavelink



Our trainers provide base fundamental understanding of OT use cases



Courses aid in understanding the solutions available to your end customers



Training is provided holistically to ensure understanding of OT integrations



Boost your sales by understanding the OT landscape and the knowledge to excel

## Why SecurOT Sales Bootcamp?

This workshop is designed for sales professionals who want to strengthen their ability to sell into Operational Technology (OT) environments. Whether you are new to OT or looking to refine your approach, the session will give you the knowledge and practical skills needed to differentiate OT from IT, position the right solutions, and connect OT security directly to business value.

The course covers OT fundamentals, how to qualify OT opportunities, and how to tailor messaging to resonate with both technical and business decision makers. You'll also explore the key solutions relevant to industrial environments, and practice reframing technical features into business outcomes such as safety, uptime, and compliance. By the end of the workshop, you'll be able to approach OT sales conversations with confidence, clarity, and a toolkit of strategies designed to help you win in this growing market.

\*In-Person classes subject to availability.



# Course Content

Half Day Course | 9:00am to 1:00pm

## Learning Content

- **Introduction to OT** - Gain a clear understanding of what Operational Technology is, how it differs from IT environments, and why it plays such a critical role in industries like manufacturing, healthcare, transport, and energy. We'll explore how OT connects directly to physical processes and why that changes the way we approach security.
- **Selling OT vs Selling IT** - Explore the differences between selling into IT environments and OT environments. Learn how to shift the conversation away from purely technical features toward the operational risks, downtime impacts, and safety concerns that drive OT decision making.
- **Convincing Decision Makers** - Identify the motivations of both technical and business stakeholders in OT. We'll break down which arguments land effectively (uptime, safety, compliance) and which ones don't (feature-lists and jargon). Practical roleplays will help sharpen your ability to tailor the pitch to the right audience.
- **OT Solutions and Services** - Understand the portfolio of solutions that resonate in OT environments, including ruggedized hardware, network segmentation, visibility platforms, and lifecycle services. Learn how to combine these elements into an OT-specific value proposition that feels complete and relevant to industrial customers.
- **Aligning Security with Business Value** - Translate technical OT capabilities into business outcomes that matter to executives and plant managers alike. We'll connect security to uptime, compliance obligations, operational efficiency, and brand reputation, showing how OT security is not a blocker but a business enabler.
- **Wrap-Up and Toolkit** - Review the core takeaways and leave with a concise set of practical tools. This includes a "Top 10 OT Sales Talking Points" cheat sheet that you can apply immediately in customer conversations.

## Find Out More

[Upcoming Dates For This Course](#)

## Contact Us For More

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