

Duxbury Cybersecurity Masterclass

Cybersecurity conversations without leading with a product

In this **Cybersecurity Sales Masterclass**, the focus is on giving sales teams a practical, structured way to enter customer security conversations and position the right solution with confidence.

Explore how the strengthened Duxbury Cybersecurity portfolio is built around customer risk, not product categories, and learn how to position **WatchGuard** and **Cynet** effectively across different customer scenarios.

Ideal for sales and pre-sales professionals looking to grow their cybersecurity pipeline.



What we'll cover

- The Duxbury Cybersecurity ecosystem and how it's structured
- How to identify where your customer's risk sits
- Positioning WatchGuard | firewall, endpoint, MFA, SASE and XDR
- Positioning Cynet | XDR, MDR and 24/7 security operations
- Matching the right vendor to the right customer scenario
- How to start the security conversation without leading with a product
- Q&A with the Duxbury Cybersecurity team

RSVP JOHANNESBURG

Limited Seats Available. Secure your seat by 13 July 2026.

Johannesburg

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Block 1 Riviera Office Park,
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Thursday 16 July 2026
09:30 – 11:30