the link between sales and security

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My Story

98-pound weakling

Master of none

Security “Expert”
You’re doing it all wrong and I’m here to rescue you from your own recklessness!
Rolf

Network Engineer

Most definitely knows his stuff

Dislikes the Security Team

Could totally kick my ass
Please give a warm welcome to your friends in the information security team!
That’s right, “sales”
Six Triggers

There are six psychological triggers to influence others.

➔ Authority
➔ Commitment & Consistency
➔ Social Proof
➔ Reciprocity
➔ Scarcity
➔ Liking
People tend to obey authority figures, even if they are asked to perform objectionable acts.
Hacking Authority

“Communicators stand to be more effective by highlighting the idea of authority not just inside their message, but inside the moment before their message.”
If our message is not consistent, we cannot be taken seriously.
Taking the pledge...
“We’re more likely to do something after we’ve agreed to it verbally or in writing.”
Social Proof:

We are most vulnerable to this trigger when we don’t know what to do in a given situation.
If our customers view security as someone else’s job, they won’t be willing to participate in it.
30% of phishing e-mail gets opened...

12% have successful malicious exploits

1'40” to open

3'45” to click

http://www.verizonenterprise.com/verizon-insights-lab/dbir/2016/
Risk Compensation

We adjust our behavior based on our perceived level of risk

Peltzman Effect

Risk Homeostasis
Reciprocity

“Our free gift to you...”

Like passwords for chocolate...

Scarcity: If we view something as finite, we will desire it more.
Liking

People want to do a good job

We can inspire

Humility

No Asshole Rule
Unity:
Together, we can do what’s best for us.
Resources

➔ *Influence: The Psychology of Persuasion*
  Robert B. Cialdini

➔ *Pre-Suasion: A revolutionary way to influence and persuade*
  Robert B. Cialdini

➔ *The No Asshole Rule: Building a civilized workplace and surviving one that isn’t*
  Robert I. Sutton