VeriSign® ✳ PARTNER PROGRAM

SSL Sales Guide and Cheat Sheet

Where it all comes together.™

Overview

The VeriSign Partner Program Sales Guide and Cheat Sheet is a series of quick response tools to help your sales team convert sales more effectively. The Sales Guide addresses common customer questions and objections that your sales team needs to be prepared for in order close sales opportunities. These questions and responses have been pulled directly from what has proven successful in VeriSign's own sales experience and general sales best practices.

The information included in the Sales Guide includes:

- Why do I need SSL?
- Technical information about SSL encryption and authentication
- Positioning across the VeriSign SSL brands, including VeriSign®, thawte® and GeoTrust® SSL
- Why Extended Validation SSL?
- Why VeriSign?
- How to handle pricing objections
- Responding to competitive assertions
- How to reply to technical objections about SSL and EV SSL

How to Use this Information

The information in the Sales Guide is designed into modular components. These components provide you with flexibility to customize your own sales tools to your specific needs. Here are 3 recommended uses for this information:

Build a 1-page cheat sheet

Cut and paste the various Sales Guide components into a single page "Sales Cheat Sheet". Then print this cheat sheet and provide to your entire sales team to post at their work areas. This cheat sheet provides quick reference at their fingertips to the most common or most difficult questions.

Tip: Update and refresh the content of this document regularly. Doing so reinvigorates and refreshes your sales team by actively checking what's new.

Post all information to internal sales intranets

All of this information is useful and your sales team will face these questions when selling SSL. Post all of the Sales Guide components in your online or networked internal sales resource area.

Tip: Ask your marketing team to turn these questions into a FAQ page on your public website and customer support pages.

Check the VeriSign Partner Center for updates

The VeriSign Partner Program team is always creating new sales and marketing tools for our partners, including adding new components to this Sales Guide. Login to the Partner Center and click on the Resource Center tab for the latest tools and collateral.

Sales Guide and Fact Sheet

Why Do I Need SSL?

- Protect your customers and their sensitive information
- Increase trust and confidence = Increase transactions and avoid losing customers
- Stand out versus the competition
- Required for PCI compliance

SSL Encryption Strength

SGC	• Enables all site visitors to connect at the **strongest encryption available to them, enabling 128- or 256-bit encryption to over 99.9% of Web site visitors**. • Available in VeriSign® Secure Site Pro with EV, VeriSign® Secure Site Pro, thawte® SGC Supercerts
256-bit Encryption	• All VeriSign® SSL Certificates are equipped to **enable 256-bit encryption** where both the server and client support 256-bit sessions.

SSL Authentication

Extended Validation	Provides the highest level of authentication, which enables high security web browsers to display a green address bar.
Organizational Validation	Ensures the domain is properly registered, the purchase of the certificate was authorized by the domain registrant and the owner of that domain is a legally accountable business entity.
Domain Validation	Validates the domain is properly registered and the purchase of the certificate was authorized by the domain registrant.

SSL Brands

VeriSign is the best choice, if you:	• Operate in a competitive environment where **customer loyalty and brand protection is vital to your success**. • Depend on a high level of financial or e-commerce transactions for the success of your business. • You want the **most powerful SSL solution available today** with the best in authentication, encryption and brand recognition.
Thawte or GeoTrust is the best choice, if you:	• Need high quality SSL product and brand, at a competitive price. • Need to protect internal information and encrypt basic transactions. • Need a domain validated SSL certificate issued in minutes.

Sales Guide and Fact Sheet (cont.)

Why EV SSL?

Tec-Ed Survey (January 2007)	**100%** notice the green bar on a site **93%** prefer to shop on sites with EV certificates **97%** are likely to share their credit card information on sites with the green EV bar (only 63% with non-EV sites) **88%** trust the name VeriSign on a site, as opposed to only 22% for the next most trusted SSL provider
Browser support	**Over 75% of worldwide browsers are support EV[1]**, including the Internet Explorer 7, Internet Explorer 8, Firefox 3.0, Firefox 3.5, Opera 9.5, Google Chrome, Safari 3.2, Safari 4, and Flock (social networking browser). - The iPhone browser (which some other CA's don't even support) also supports EV.
Case Studies[2]	- DebtHelp.com – ROI of over 16,000 percent, for every dollar spent we're getting $162 back! - Overstock.com – 8.6% decrease in shopping cart abandonment - CRS Hotels – VeriSign® EV brings 30% more conversions for their central reservation service. - Over 20 case studies with measured uplifts ranging from 5% - 87%

Why VeriSign? The Most Trusted SSL Brand on the Internet

Brand of choice for online leaders	- Over **95%** of the Fortune 500 **96** of the **100** largest banks in the world that use SSL **90%** of the Internet Retailer 500 biggest e-commerce sites
VeriSign Secured® Seal	- VeriSign seals are viewed over **175 million** times a day on over **90,000** Web sites in **145** countries. **91%** of online shoppers recognize the VeriSign Secured Seal[3] - Can increase online sales by **10%-36%** (case studies)[2]

[1] Market Share by Net Applications, June 2009.

[2] VeriSign case studies and methods: http://www.verisign.com/ssl/ssl-information-center/ssl-case-studies/index.html.

VeriSign makes no warranties (whether express, implied or statutory) that your company will achieve similar results.

[3] Synovate/GMI Research, September, 2008.

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SSL Objection Handling and Competitive Response Guide

Pricing Objections

Objections	Handlers	Responses
"I just need the cheapest SSL." "That's too expensive." "Can I get that for less?"	Return on Investment	• You think you're getting a deal (and who wouldn't), but what we've found is that the true return on investment and total cost of ownership more than makes up for a couple of extra bucks. • We have dozens of examples where uplifts of 5% and up have been achieved. • If you boost revenues just 1% that'll more than make up for the extra cost. Break even fast.
	Most Trusted	• **88%** trust the name VeriSign on a site, as opposed to only 22% for the next most trusted SSL provider.[4] • VeriSign seals are viewed over **175 million** times a day on over **90,000** Web sites in **145** countries. • Security is our business. We want your business to be safe and your customers to trust you. • **91%** of online shoppers recognize the VeriSign Secured Seal.
	Market Share	• Over **60%** of the total SSL market share. • Over **95%** of the Fortune 500. • **90% of the 100** biggest Internet Retailer e-commerce sites.

Competitive Response

Objections	Handlers	Responses
"Why shouldn't I just buy X?" "What makes you better than Y?" "I think I'm going to go with Z."	Browser Support	• We provide comprehensive browser support, including mobile browsers. • Can you afford to show a bad certificate to even 0.5% of your potential customers?
	Most Trusted	• **88%** trust the name VeriSign on a site, as opposed to only 22% for the next most trusted SSL provider. • VeriSign seals are viewed over **175 million** times a day on over **90,000** Web sites in **145** countries. • Over **60%** of the total SSL market share.[5] • **91%** of online shoppers recognize the VeriSign Secured Seal.
	Security Is Our Business	• Security is our business. We want your business to be safe and your customers to trust you. • You think you're getting a deal (and who wouldn't), but what we've found is that the true return on investment and total cost of ownership more than makes up for a couple of extra bucks.

[4] Tec-Ed, 2007.
[5] Netcraft, June, 2009.

SSL Objection Handling and Competitive Response Guide (cont.)

EV SSL Objections

Objections	Handlers	Responses
"I'm not sure consumers know about EV." "Phishing isn't a big threat for me." "My competition isn't using EV."	Increased Confidence (Tec-Ed 2007)	• **100%** notice the green bar on a site • **93%** prefer to shop on sites with EV certificates • **97%** are likely to share their credit card information on sites with the green EV bar (only 63% with non-EV sites)
	EV-enabled Browsers	• **Over 75% of worldwide browsers support EV**, including the Internet Explorer 7, Internet Explorer 8, Firefox 3.0, Firefox 3.5, Opera 9.5, Google Chrome, Safari 3.2, Safari 4, and Flock (social networking browser). • The iPhone browser also supports EV. The green address bar of EV SSL from VeriSign, GeoTrust and thawte is displayed, but some other CA's are not supported in the iPhone browser.
	Consumer Distrust Growing	• **74%** of U.S. Internet users identity theft as a primary fear. • **84%** of consumers believe that online businesses do not do enough to protect them.[6] • Averaging over 28,000 new phishing sites identified per month (Anti-phishing Working Group)

Authentication/Encryption Objections

Objections	Handlers	Responses
"I don't need the highest level of encryption." "I just need easy validation." "Why does it take so long?"	Trust w/ High Authentication	• For some people this is the right product. We want your business to be safe and your customers to trust you. • Not all SSL is the same. SSL standards came about to maximize security with the dual purpose of encrypting data and authentication of online business entities, not just encryption. • Criminals have been known to use domain validation SSL certificates to appear legitimate.
	Trust w/ Strongest Encryption	• SGC enables all site visitors to connect at the **strongest encryption available to them, enabling 128- or 256-bit encryption to over 99.9% of Web site visitors** • Can you afford not to encrypt at the highest level for even a fraction of your potential customers? • Enable all site visitors to connect at the strongest encryption available to them.

[6] Forrester Research, 2006

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