

Account Manager - Penetration Testing Quick Reference

Key Market Stats to Remember

- **Market Size:** £1.8-2.0B UK market, growing 15.8% annually^[1]
- **Breach Impact:** £4.53M average UK breach cost^[2]
- **Hit Rate:** 74% of large UK businesses breached in 2024^[2]
- **ROI:** £3,000-£50,000 investment prevents £4.53M breach^[3,4]
- **Time to Exploit:** 5 days (vs 63 days historically)^[5]

Buyer Quick Guide

Buyer	Hot Button	Magic Words
CISO	Board reporting, risk visibility	"Governance-ready", "risk quantification", "board metrics"
Compliance	Audit readiness, penalties	"Audit evidence", "compliance insurance", "framework mapping"
IT Director	Not breaking things	"Non-disruptive", "remediation roadmap", "prioritized fixes"
CFO	Money talks	"Avoided losses", "breach prevention ROI", "insurance savings"

Discovery Power Questions

1. "What would a breach cost your business in downtime and reputation?"
2. "Which compliance frameworks are you subject to?" (PCI, HIPAA, GDPR)
3. "When's your next audit/insurance renewal?"
4. "How do you currently demonstrate security to customers?"
5. "What's your biggest security worry keeping you up at night?"

Objection Busters

"Too expensive"

→ "At £4.53M average breach cost, even 10% risk justifies £50K investment"

"We scan already"

→ "Scanning finds 100+ issues, testing shows which 10-15 actually matter"

"Bad experience before"

→ "Let's do a pilot on your highest-risk app to prove our approach"

"Too disruptive"

→ "95% of tests have zero impact vs 23 days average breach downtime"

"Not a priority"

→ "Your competitors are testing. When customers ask about security, what will you say?"

Compliance Drivers

Industry	Key Regulation	Testing Requirement	Penalty
Financial	PCI DSS	Annual mandatory ^[6,7]	Processing suspension
Healthcare	HIPAA	Proposed mandatory 2025 ^[8]	£2.2M average fine
Any EU Data	GDPR	"Regular testing" ^[9]	4% global turnover
B2B/Enterprise	SOC 2	Expected by auditors ^[10]	Lost deals

ROI Quick Math

Breach Cost × Probability = Risk

£4.53M × 43% = £1.95M annual risk^[2]

£50K test = 3,900% ROI^[3]

Testing Types (Simple Explanations)

Black Box (£10-50K): "Like hiring a burglar to test your locks"^[11]

Gray Box (Variable): "Burglar with your floor plan" (66% prefer this)^[12]

White Box (£500-2K/scan): "Security guard checking every door"^[11]



Typical Timeline

- **Scoping:** 1-2 weeks
- **Testing:** 1-2 weeks
- **Report:** 1 week
- **Your Time:** <4 hours total



Quality Indicators (Good vs Bad)

✓ **Good:** Business impact focus, manual validation, clear fixes^[13]

✗ **Bad:** Scanner dump, tech jargon, no remediation help^[13]



Connect to Our Solutions

- Web app vulnerabilities → WAF/RASP
- Authentication issues → IAM/MFA
- API problems → API Gateway
- Network risks → Zero Trust/Segmentation



Close Accelerators

1. Upcoming audit deadline
2. Recent competitor breach
3. Insurance renewal
4. New compliance requirement
5. M&A due diligence



Quick Wins

- Offer compliance mapping for their framework
- Share breach statistics for their industry
- Calculate their specific ROI
- Suggest starting with highest-risk asset

- Connect them with similar success story
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References

1. UK penetration testing market analysis
2. UK Government Cyber Security Breaches Survey 2024
3. [Pentera - Security Validation ROI](#)
4. [CyCognito - Penetration Testing Costs](#)
5. [Core Security - 2024 Penetration Testing Survey](#)
6. [Sprinto - PCI Penetration Testing Guide](#)
7. [Schellman - PCI DSS & Penetration Testing FAQ](#)
8. [Synack - HIPAA Rules to Include Pentesting](#)
9. [Astro InfoSec - GDPR Penetration Testing](#)
10. [BreachLock - SOC 2 Penetration Testing](#)
11. Industry pricing surveys and approach comparisons
12. [TestDevLab - Box Testing Types](#)
13. Industry best practices for penetration testing quality