SSL Sales Guide

SSL Sales Guide is a series of quick responses on customers' common questions to help your sales team convert sales more effectively. The information in SSL Sales Guide includes:

1. Why do I need SSL?
2. SSL Authentication
3. Why Extended Validation SSL such as True BusinessID with EV?
4. Why do I renew SSL in advance?
5. Why do I renew SSL for multi-year?
6. How to handle pricing objections?
7. Responding to competitive assertions
8. Choosing the right solutions for your customers

1. Why do I need SSL?

(1) Protect your customers and their sensitive information

(2) Increase trust and confidence = Increase transactions and avoid losing customers

(3) Stand out versus the competition

2. SSL Authentication

(1) Extended Validation (such as True BusinessID with EV)

Provides the highest level of authentication, which enables high security web browsers to display a green address bar.

(2) Organizational Validation (such as True BusinessID, True BusinessID Wildcard)

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 (such as QuickSSL Premium, RapidSSL and RapidSSL Wildcard)

Validates the domain is properly registered and the purchase of the certificate was authorized by the domain registrant.

3. Why EV (Extended Validation) SSL such as True BusinessID with EV?

(1) Save time and money with inexpensive and convenient EV SSL

(2) Show customers you care about their security by getting your EV SSL from a credible security company

(3) Protect your brand from phishing schemes by using the strongest, high-security SSL certificate

Case Study: [Extended Validation Helps New Business Establish Trust with Customers](#)

4. Why do I renew SSL in advance?

When you renew early GeoTrust will add remaining days onto your new certificate. You can renew up to 90 days before your certificate expires.

Day before Expiration	Additional Renewal Months
plus or minus 15 days	1
16 to 45 days	2
46 to 90 days	3

5. Why do I renew SSL for multi-year?
(1) Easy management
(2) Get more discounts. You can our SSL multi year price in
https://www.onlinenic.com/geotrust/SSL_pricing.php.

6. How to handle pricing objections
"""I just need the cheapest SSL."
""That's too expensive."
……
Our SSL supports 99%+ browsers and all popular mobile devices (except RapidSSL and RapidSSL Wildcard) and delivers 256-bit encryption. Our SSL certificates are SAN-enabled so you have inexpensive and flexible multi-domain options. If you order a SSL (except RapidSSL Wildcard and True BusinessID Wildcard) for www.domain.com, you get domain.com for free. With only one certificate, you can secure an unlimited number of servers and reissues are free.

7. Responding to competitive assertions
"Why shouldn't I just buy GeoTrust SSL?"
""What makes GeoTrust SSL better than others?"
……
GeoTrust is the world's second largest digital certificate provider. More than 100,000 customers in over 150 countries trust GeoTrust to secure online transactions and conduct business over the Internet. The range of digital certificate and trust products enable organizations of all sizes to maximize the security of their digital transactions cost-effectively.

8. Choosing the right solutions for your customers

Vertical	Solution Characteristics
Financial Institutions	Highest levels of encryption and authentication found in EV
Retail Merchants	Highest levels of encryption and authentication found in EV
Healthcare Industry	Highest levels of encryption and authentication found in EV
Application Service Providers	Full organization validated certificates and wildcard certificates
E-Government	Highest levels of encryption and authentication found in EV
Domain Registrars	Combination of domain validated and organization validated certificates
Educational Institutions	Organization validated and EV certificates
Hosting Providers	Organization validated certificates and wildcard certificates