



## Enterprise Security Questionnaire Prioritization + Response Review

Identify which questions determine your deal — then make sure your answers hold up.

### SITUATION

A 150-question security questionnaire just dropped. The deal is already in motion. Engineering is being pulled in. Sales is waiting. Leadership has to respond — today. Most teams answer every question. The ones whose deals stall answered the wrong ones the wrong way. The problem isn't effort — it's not knowing which questions determine whether this deal moves forward, and what a passing answer actually looks like.

### Know which questions determine your deal — and make sure your answers hold up.

The questions that matter are not the ones that take the most time to answer.

#### STEP 1 — IDENTIFY

- Map your buyer's risk profile — what the enterprise security team is protecting and evaluating
- Rank the questions that determine deal approval versus the ones that are documentation only
- Deliver a prioritized findings document with rationale for each decision
- One walkthrough call to review the findings and answer your questions

US\$4,000 fixed · 1–2 weeks

#### STEP 2 — RESPOND & REFINE

- Review your draft responses to each shortlisted question — the ones the deal hinges on
- Identify which responses will hold up under enterprise scrutiny and which ones won't
- Provide specific feedback on how to strengthen each response without overcommitting
- One follow-up call to confirm final responses before submission

US\$3,500 add-on · +1 week

#### HOW THESE STEPS CONNECT:

Step 2 requires completion of Step 1. Most teams draft their own responses after Step 1 — Step 2 is where we tell you which will hold up under scrutiny and which won't, before the enterprise security team does. For a one-time review on this deal. Closing more than two enterprise deals per year? Offer 2 builds the system so you never start from scratch again.

Typical cost of a stalled deal: **US\$100K–\$250K.**

**This engagement: US\$4,000–\$7,500.**

#### WHAT YOU SHARE WITH US

- The questionnaire — in any format
- A brief on your product and architecture
- Buyer name, industry, and deal scope
- Your draft responses to each shortlisted question (Step 2 only — not required for Step 1)

After initial intake and buyer profile review, we align on scope before proceeding.

Step 1 fees credited in full toward Offer 2 (Questionnaire Readiness) within 90 days, provided product and buyer profile are unchanged.

The industries differ. The decision structure — what to say, what to build, what to push back on — is the same.

*"Apus delivered complex risk assessments with speed, precision, and insight. They exceeded expectations — despite coming from outside our industry."*

— **Eric Lutz** — Security Leader · Regional Telecom Provider (Western Canada)

**Security decisions are getting harder to make  
without someone who's been on both sides. That's the call.**

20 minutes — active deal, upcoming raise, or board question.

You'll leave knowing what the problem actually is.

No pitch. No proposal.

**Book 20 minutes → [calendly.com/apusconsultinginc/20min](https://calendly.com/apusconsultinginc/20min)**