

New AI-Native Security Awareness Training SKU

Go-To-Market Plan

New Security Awareness Training SKU - Target Market, Audience, Positioning & Pricing

Market

- Industry: Technology, Financial Services (Banking), Manufacturing, Government
- Region: Global
- Organization Size:
 - Win at the core with SMB/MM
 - Expand our reach with Enterprise

Positioning

For [Target Audience], [Product Name] is the [Category] that [Specific, Quantifiable Differentiated Benefit] because [Reason to Believe/So What?].

Audience & Personas

- IT/Security Leaders (CISO, CIO, IT Director)
- IT/Security Managers

Pricing & Packaging

- Pricing: Similar to XXX
- 1 SKU, X+X+X
- Simplify SKU structure

Goals of Launch

- Announce availability of a new SKU
- Announce the release of a new capability

- Announcement structure:
 - **Lead with new capability**
 - Available as a part of the new SKU

New SAT SKU Messaging

- **Internal:**

- SKU consolidation that eliminates tier complexity
- Strategic platform foundation
- Customer experience improvement

- **External:**

- Combine the industry's most comprehensive security awareness training with [new capability]
- Transform your workforce from a vulnerability into your strongest security asset
- The only AI-powered human risk management product backed by XXX

Launch Needs

STATUS	DESCRIPTION	START	DUE	OWNER
Done	Positioning Document	12/1/2025	12/15/2025	
Done	Datasheet + Localization x6	12/1/2025	1/5/2026	
Done	Product Sales Deck + Localization x6	12/1/2025	1/5/2026	
Done	Updated Global Sales Deck + Localization x5	12/1/2025	1/5/2026	
In Progress	Webpages + Localization x4 (Product, pricing, demo, quote)	12/1/2025	1/5/2026	
Done 12/31	Partner Pricing PDF	12/1/2025	1/5/2026	
In Progress	Blog Copy	12/1/2025	1/15/2026	
In Progress	Press Release	12/17/2025	1/5/2026	
In Progress	Emails (Prospect & Customers)	9/12/2025	12/31/25	
Not Started	Demo Abstract	12/17/2025	12/31/25	
In Progress	Pop-up Strategy	12/17/2025	1/5/2026	
Not Started	Review content themes in the GTM Narrative for updates or new creation	12/17/2025	1/15/2026	

Launch Comms

DATE	ASSET	AUDIENCE	INT/EXT	PURPOSE	OWNER	DISTRIBUTION	STATUS
1/21	Announcement	Customers	External	To announce new capability to existing products		Email	Not Started
1/20	Announcement	Prospects	External	To announce new SKU		Newsletter	In Progress
1/22	Announcement	Prospects	External	To announce new SKU and new capability		Standalone newsletter	Not started
1/20	Blog	All	External	To announce new SKU and new capability		Blog	In Progress
2/4	Demo	Prospects	External	To announce the next the demo and its content		Email	Not Started
1/20	Social Post	All	External	To announce new SKU and new capability		Corporate, Partner	Not Started
1/20	Press Release	All	External	To announce new SKU and new capability		Wires	Not Started
1/15	CS Enablement	CS Teams	Internal	How to address customer inquiries about new SKU		CS Enablement, ChurnZero	No Started
TBD	Demo	KnowBe4	Internal	To announce new SKU and new capability		Daily Briefing	Not Started
1/20	Announcement	All Revenue	Internal	To announce new SKU and new capability		Email	Not Started
1/20	Community Post	Customers	External	To announce new capability to existing products		Community	In Progress
1/20	In- App Announcement	Customers	External	To announce new capability to existing products		Pendo	In Progress

Ideal Customer Profile

KnowBe4 Internal Data Source: as of 12/1/25

ATTRIBUTES	IDEAL (BEST FIT)	MODERATE FIT	OKAY FIT	POOR FIT	SOURCE
Industry	Technology, Financial Services (Banking), Manufacturing, Government.	Healthcare, Insurance, Business Services	Education, Utilities, Retail	Small-scale Local Retail, Lifestyle Non-profits	KSAT + SCH and AIDA Accounts as of 12/1/2025 Verizon 2025 DBIR
Firmographic	SMB: 51-500 Employees. Mid-Market: 501-1,500 Employees.	Enterprise: 1,501-10,000 Employees Mid-Market: 501-1,500 Employees.	Small: 25-50 Employees (May lack the alert volume from security stack to fully feed SecurityCoach, so focus on out-of-the box value between SCH and KSAT)	Small/local firms with few employees that wear multiple hats Strategic: 10,001+ Employees	Internal Data GTIA 2025 SMB Trends
Persona / Title	IT Manager, IT Director, InfoSec Analyst	CISO, VP of IT, Security Engineer. Focused on high-level risk reduction and proving ROI to the board.	Compliance Officer, GCR, HR Manager or tech generalist "checking the box"	General Counsel, Non-technical Business Owners, Administrative Roles	Internal Data HRM+ SAT Positioning Doc
Pain Points	Users repeat risky behaviors, lacks a full SOC for complete security coverage Too much time spent manually administering SAT/HRM programs; Deepfakes and AI-phishing bypassing traditional training red flags Higher frequency of AI-driven attacks & have strict regulatory requirements (GLBA, GDPR, CMMC).	Hard to prove training effectiveness for audits, insurance or the board High volume of sensitive data Slower to adopt automated risk management tools	Focus on uptime or physical safety Rising insurance premiums due to a history of incidents Limited bandwidth; Main contact is an IT Generalist and is overwhelmed	Shadow IT / Shadow AI; Lack of visibility into how employees are using unauthorized AI tools Only invest after a material breach occurs; looking for the lowest cost seat	Proofpoint 2025 Voice of the CISO Splunk CISO Report 2025 AIDA Positioning Doc HRM+ SAT Positioning Doc
Buying Patterns	General Trends: Willing to pay to automate, looking to consolidate multiple tools, CFO can veto Primary peak: Q1 Jan-March Secondary: July-August Last minute EOY approvals Multi-year agreements for financial planning, discounting (if applicable), better value with more data	General Trends: security-aware, longer selling cycles, large buying committees, vendor consolidation, PoC requirements Primary peak: Q1 Jan-March Secondary: EOY renewal season Tertiary: healthcare/insurance likes to operate outside of open-enrollment periods Prefer 3-5 year agreements for stability and negotiation leverage	General Trends: reactive, budget-constrained, restrictive seasonal purchasing periods Education: May-July Retail: Feb-April to avoid holiday seasons Energy: held to compliance deadlines, 6 months prior to a mandate Tend toward single year contracts (and monthly billing) due to budget constraints, main contact changes often	General Trends: extremely reactive, Founder/Owner/General Counsel gatekeeping (small), very lengthy and complex (Strategic sized orgs), often dealing with purchasing/hiring freezes, white glove expectation Holiday season is a no-go Strategic: multi-year for ROI Small: 1 year contract with monthly	Source Links for HRM+ SAT ICP Buying Patterns
Security Team Size	SMB: 1-2 person team (wearing multiple hats) Mid-Market: 3-5 person team	Enterprise SOC (4-10 people): Want to automate "Level 1" behavioral coaching to focus on threat hunting Mid-Market: 3-5 person team	IT Generalist (1 person)	Either entirely outsourced or it is an administrative duty of a single non-security personnel	Secureframe 2026 Benchmark Report Workwise IT Ratios 2025

GTM Narrative

Buying Stage	Discovery	Awareness	Consideration	Decision	Validation
Personas	IT/Security Admins and Managers, Security Analyst, Compliance/Risk Officer, HR Manager, CISO			CISO, IT/Security Director, CFO, CHRO	CISO, IT/Security Director, CFO, Legal
Problem & Pain Points	<ul style="list-style-type: none"> -70-90% of successful cyber attacks use social engineering, with AI making them 95% harder to detect -Overwhelmed with alert noise caused by repetitive risky behavior -Missing high-priority threats -Bogged down with administrative burdens -Takes a lot of work to build personalized, relevant training (and generic doesn't address specific roles and risks) -Users are not engaged with reducing risk -Lack of visibility into human risk -Difficult to measure compliance for audits -Struggle to deliver training that changes user behavior; user forgetting curve 			<ul style="list-style-type: none"> -Limited resources to implement and manage program - Proving ROI and value - Escalating human-centric threats - Board-level pressure - Need to reduce spending or come in at budget - Change management 	<ul style="list-style-type: none"> - Proving ROI and value of security program - Need to reduce spending or come in at budget - demonstrate measurable compliance outcomes
Solution to Problem	<ul style="list-style-type: none"> - Automation through AI defense agents - Ability to prove efficacy of security program - Highly personalized and adaptable training - Measure human risk and take action based on score; free assessment tools - Integrate with security stack - Threat intelligence and risk data 			<ul style="list-style-type: none"> - Automation through AI defense agents - Ability to prove efficacy of security program - Risk score reduction - Utilization of existing security stack - Customer success team to onboard 	<ul style="list-style-type: none"> - Risk score reduction - Utilization of existing security stack - Ability to prove efficacy of security program
Benefits / Value	<ul style="list-style-type: none"> - Personalized and engaging content - Reduced administrative burden through AI-driven automation - Data-driven decision making - Quantifiable risk reduction - Lasting behavior change and empowered users - Better understanding of current threat landscape and organizational vulnerability - Real-time behavior coaching 			<ul style="list-style-type: none"> - Reduced administrative burden through AI-driven automation - Data-driven decision making - Quantifiable risk reduction - Lasting behavior change and empowered users - Ease of implementation 	<ul style="list-style-type: none"> - Data-driven decision making - Quantifiable risk reduction - Lasting behavior change and empowered users - Increased ROI of security stack
Content / Themes	<ul style="list-style-type: none"> - AI vs. AI - Five Pillars of Strong Security Culture - Phishing Trends Report - PIB - A Guide to Human Risk Management WP - Industry breach case study (Clorox example) 	<ul style="list-style-type: none"> - 6 Ways SAT Empowers Human Risk Management - Top 4 Considerations for HRM (CISO Guide) - CISO Guide to SAT - Nudge theory - PMA 	<ul style="list-style-type: none"> - Critical considerations - Questions to ask - Critical capabilities - HRM+ SAT Webinar - Customer success stories - Hobson ROI report - Comp differentiation asset - Case Studies (First Community, Ferrari Group, IACC, FirstRand) - AIDA: 4 ways to mature (infograph) - PMA 	<ul style="list-style-type: none"> - Outstanding ROI WPs - Update to: KSAT - The Next Level of Human Risk Management - 7 Security Threats That Real-Time Coaching Helps Mitigate - Datasheet; reporting features focus - Website, pricing - Hobson ROI report - Video - Case Studies (First Community, Ferrari Group, IACC, FirstRand) 	<ul style="list-style-type: none"> - Outstanding ROI WPs - Update to: KSAT - The Next Level of Human Risk Management - 7 Security Threats That Real-Time Coaching Helps Mitigate - reporting features focus - Pricing
Communication / Call to Action	<ul style="list-style-type: none"> - Download WP - See thought leadership webinar - Social media thought leadership - Blog post and webinars on emerging threats (AI focused or Clorox story) 	<ul style="list-style-type: none"> - See thought leadership webinar - ABM campaigns - Blog post and webinars on emerging threats (AI focused) - Blog post around checklist/guides - read PIB - take PMA 	<ul style="list-style-type: none"> - Sign up for live demo - Request 1:1 demo - ABM campaigns - Renewal & Upsell customer emails - Partner enablement - Blog announcement - Nurture email/sales email cadence - walk through results of PMA 	<ul style="list-style-type: none"> - Request 1:1 demo - Request a quote - walk through results of PMA 	<ul style="list-style-type: none"> - ROI calc walk through - Risk score reduction preso - PPP reduction preso