



DID YOU KNOW SALES TIPS

From **DSC®**

3 Ways to Self Generate Sales.

Way #1

- Work the Central Station Call List.

How it works: Upon signing up a new customer gather as many contacts for the Central Station Call list as possible. Contact the list individually to provide a basic training on the security system's operation. You can also invite them over during the installation to provide the training and to see the features and benefits. If they are not available during that time, training can be provided using a portable keypad LCD5501DEMO (shown below). Offer to waive the installation fee to the original customer if you can close the sale. The customer will close the deal for you.

Way #2

- Notify the neighbors during the installation.

How it works: Team up sales reps with installers during installations. When the installer goes onsite for the install, the sales rep will "notify" the surrounding neighbors of the installation in progress. At this time, neighbors will be warned in advance about the noise generated from alarm testing . The sales rep can also provide features and benefits of security systems and let them know about the monthly "special" you are having!

Way #3

- Work the strip malls.

How it works: Most business don't know who provides their security or haven't seen there security company in a long time. Most strip mall stores owners are in the store and can make an over the counter decision. Offer a minor upgrade (WLS fob or panic button) and a reduced monitoring free to easily close the account. There is little installation time as you simply need to reprogram the existing control panel and test .



LCD5501DEMO