



# DID YOU KNOW SALES TIPS

## From DSC®

### Four Unique Ways To Create Sales Opportunities

Due to information overload or lack of perceived need, customers typically do not consider or understand all of the security options that are available to them. Each of the opportunities listed below can easily give you a second chance to add value to your customers security experience. This works because the opportunity is generated from the customer's perception of his/her needs and he/she will not be overwhelmed because the options are offered at a later time.

#### 1. Central Station Call List

Just in case something should happen, each contact on the Central Station Call List should be properly trained on the basic operation of a security system. After the original system is installed, call each contact and offer a quick 15-20 minute training in the contact's home. Provide an Instruction Manual with all of the required information and watch the Power Series End User DVD with the customer to answer any questions.

Lastly, don't forget to let them know about the "special promotion" you are having...

#### 2. Service Calls

This is an excellent opportunity to conduct a free security audit. Let your customer know of the new technologies available that might make the system easier to use or add protection (i.e., wireless keyfobs or garage door integration). Up-sell the customer on additional detectors, or wireless GSM communications. Lastly, be sure to get an updated Central Station Call contact list. Call each contact to offer additional quick 15-20 minute Central Station Call List contact trainings.

#### 3. False Alarms

Many false alarms (49%) are caused by forgotten arm/disarm codes. Up-sell the customer on a wireless keyfob or remote telephone arming/disarming using the Escort5580TC module. This makes the system much easier to use and can lower these types of false alarms.

Another option is audio verification, which allows the customer or the central station to speak directly to the premise during an alarm. The cost effective PC5950 two way audio talk/listen module supports up to 4 speakers (*shown above*) and can work on any security control panel.

#### 4. Contact Renewals

Contact each customer when their contract is 3-6 months from renewal. Thank them for their business and ask them if they are happy with their service. If their system has a wireless receiver, offer them a free wireless Keyfob if they sign a new 3 year contract. If they agree, remotely enroll the Keyfob using DLS software and drop off the fob when the new contract is signed. For the cost of free Keyfob you have generated 3 years of new business.

Another added value option is low temperature protection as the RF5501-433, LCD5511, RFK55XX-433 or PK55XX keypads have low temperature protection built in.