



# DID YOU KNOW SALES TIPS From DSC®

## How to lower your attrition rate and future proof any installation

You can dramatically decrease your customer cancellations by utilizing a RF Wireless Ready keypad when the system is originally installed even if no wireless is needed.

It takes 7 times more resources to generate a new customer than to keep an existing customer proving the saying “a customer saved is a customer earned”.

Contact each customer when their contact is 3-6 months from renewal. Thank them for their business and ask them if they were happy with their service. Offer them a free wireless DSC Keyfob if they sign a new 3 year contact. If they agree, remotely enroll the DSC Keyfob using DLS software and drop off the fob when the new contract is signed. You could even mail the DSC Keyfob out to the customer if needed. For the cost of free DSC Keyfob you have generated 3 years of new business. Up to 16 DSC Keyfobs could be added.

*NOTE: Try to contact the customer when time is still left on their contact. If you contact them after their contact is expired, they may be reminded to shop around if they are not happy.*

If they do not agree ask them why. Remind them that the fob will simplify the use of their system and will help prevent false alarm. The DSC Keyfob has a built in panic and can even be programmed to control their garage doors, simplifying their house further and adding extra protection.

*NOTE: A popular break-in method is breaking into the customers car and using the car's garage door opener to gain access to the house through the garage. A wireless DSC Keyfob integrated to the garage door opener would remove the opener from the car and eliminate this break-in method.*

If the customer does not want a free fob, additional wireless detectors (i.e. smoke detectors) or Low temp protection can be easily added and installed to ensure life safety protection rather than just burglary protection. This protects the customer even when they do not actually arm their system and adds perceived value. Since the detectors are wireless, they can be programmed remotely via DLS software and easily installed by the sales rep who will go onsite to get the new contract signed.

**RFK5500-433** RF Ready Alpha Numeric Keypad

**RFK5501-433** RF Ready ICON Fixed Message Keypad

**RFK5508-433 / RFK5516-433** RF Ready 8 / 16 Zone LED Keypad

**WS4939-433** Wireless DSC Keyfob

