



From **DSC**®

Security is not a Quick-Fix Pill...

When choosing a security system, why do some of your prospects fail to appreciate all of the added value that you have to offer and only consider price? A lot of customers just want to buy something quick and cheap, but in reality, every security system is unique as every customer has different needs. The trick is getting them to understand that, but how?

Most people want to believe that all of their problems can be solved quickly and easily. That's why people fall for quick weight-loss diets and instant beauty aids. It's just human nature. We all want problems solved quickly, easily and for little money.

1. **Call it the Security Quick-Fix Trap.** Naming the problem makes it easier for the prospect to understand and remember. Naming also provides greater focus. That's why in medicine it's so important for doctors to identify and name a disease. Then everyone can get focused on finding a cure.
2. **You need to explain their security problems in more detail.** You need to explain that people who buy security systems by searching for the lowest price often end up with the wrong system and actually end up paying too much. But, be careful. If we simply explain our full blown solution to the prospect too early, it won't make sense to people who are just looking for the quick fix pill. They won't understand the benefits of a better solution, and they won't buy it.
3. **The next step is for the prospects to diagnose themselves.** They have to come to a conclusion on their own that they might have a big security problem. No matter what you say, they won't believe it. They will just think you are trying to sell them something expensive that they don't need.

Create a scorecard or questionnaire that they can fill out. Get them to do a self-assessment. Then ask them questions that will get them to admit their problems, and what they would like to do to fix those problems. This works because the prospects can go through their own guiding-thinking process that leads them to the conclusion that they need more than just a quick-fix pill.

Also, don't forget that no matter what you are selling, most of your prospects are uneducated about your industry and your business. They might be Einstein's with their own industries, but when it comes to security, they don't know much. It is impossible to expect a customer to understand in an hour something it's taken you months or years to learn yourself. A self-assessment helps the prospect focus on the area that matters most to them, their own needs-and how they can be met by your solutions.

4. **Educate your clients about why it is ineffective to buy security without first having a customized security plan.** If you teach your prospects this key concept, they will be more likely to buy your advanced solutions. You will get more attention by presenting yourself as an educator, not just another salesman trying to sell something. Your prospects will more quickly become security Einstein's, at which time they are more ready to fully embrace everything you have to offer.

**This sales tip was taken from "How to Sell a Lobster" written by Bill Bishop published by Key Porter Books Ltd 2004*