



## SELLING SECURITY GUARD, PATROL AND SECURITY CONSULTING SERVICES

### A COMPLETE SALES TRAINING PROGRAM IN ONE DAY!

*This course is provided to anyone who has responsibility for "growing" their company through the sale of new accounts and the acquisition of new business. Managers, sales representatives, marketing staff and all others who assist in the operation should attend.*

*The "seven" elements of a sales program will be fully explained-Direct Mail; Telemarketing; Cold Calls; Advertising; Professional Associations; Marketing and Personal Selling!*

*All persons attending will be able to develop a "Sales Program" that is right for them and works for your particular company.*

*In this economy and market, its not good enough to be proficient in these skills. Successful agencies and practitioners need to learn how to acquire guard, investigation and consulting business.*

*This seminar has been designed to providing the skills necessary to develop and acquire new business. The program is geared for persons looking to expand or accelerate their base of business.*

#### DEFINE YOUR PRODUCTS

In order to sell your services, you must label them and explain to your client what they are getting for their money. We will present the typical array of guard, patrol and consulting products which can be sold to your clients.

#### Products included:

Uniformed Security	Security Surveys
Armed vs. Unarmed ?	Training
Patrol	

#### LEAD GENERATION

##### How to develop a successful formula to produce 100 leads

##### 10 appointments – 1 to 10 sales

On a typical sales day, how to produce more leads than you can handle in a given day. Using readily available information, learn how to compile sales lists of prospects to contact.

#### TELEPROSPECTING

##### Using the telephone effectively to secure appointments

When sales research has generated ample leads, you are ready to now make appointments. The telephone is the most powerful tool in sales. Learn how to use the telephone to handle various client situations in securing appointments. For example, "getting by the secretary", not leaving any conversation without the agreement to "do something", etc.

#### NEW HANDBOOK INCLUDES

- Sample guard service contract
- Sample patrol contract
- Guard proposal (long form)
- Guard proposal (short form)
- Consulting proposals
- Pricing Guidelines
- Non-compete agreements
- Sales person job description
- Salary and commission guidelines
- Industry associations
- Sample business plan
- Sales forms
- And much, much more!

#### IDENTIFYING THE "BUYER" Within your client prospect

Various individuals within companies have the responsibilities to "purchase" contract security services. Methods will be examined on how to locate those persons and accurately assess who the "real" buyer is.

#### TYPES OF CONTRACTS

Learn the various types of contracts in the business and how to approach each one as a business opportunity.

#### SELLING ADD-ON BUSINESS TO YOUR EXISTING CLIENT BASE

Overlooked by most agencies is the ability to sell more services to satisfied clients. Methods will be presented on this sophisticated, yet lucrative opportunity market.

#### YELLOW PAGES ADVERTISING

Is it for you? We will discuss the issues concerning the use of telephone book business Types of ads and geographical placements will be discussed.

#### ADVERTISING

Learn where to spend your most effective dollars for advertising. We will discuss the "do's and don't" of print media advertising. In addition, several unique ad ideas will be presented.

#### PRICING YOUR SERVICES

What you should charge for the various services you offer. Develop a price scenario on per hour or per diem work-ups. Several pricing formulas will be examined.

#### SALES LITERATURE

You don't need a fancy portfolio filled with glossy photos and pictures of your office. Beyond your business card folder, you do need something to "leave behind" or show to the client who requests it. We will present a practical approach on sales pieces such as brochure, folder or "Kit" that you can create to best present your professional services.

#### WRITING THE PROPOSAL SHORT FORM AND LONG FORM

You've met with the prospect, they have asked for a proposal, and now it is time to articulate in writing what you are selling and what the client is buying. Several sales proposals will be discussed and examined and attendees will be required to draft a model "sales letter" to a prospective client.

#### NETWORKING YOUR SERVICES

One of the most expedient ways to expanding your business is to contract with other investigators or agencies who are "overbooked" for work and need other professionals to assist them. Learn how to sell your services to other firms and how to properly manage this segment so that you make a profit.

#### SALES RESEARCH TECHNIQUES

How to conduct your own market studies to identify "users" of security services and identify client prospects. Simple marketing tools will be demonstrated.

#### THE SALES PRESENTATION

You have secured several appointments and are now ready to meet with your prospective client. We will demonstrate the conduct of several types of sales presentations and examine the strengths and pitfalls of each type. The "client controlled" meeting, the "dog and pony show", etc. The use of audio visual aids and sales literature.

#### SALES REPORTS AND FORMS

Several useful forms and reports will be examined, designed to help you keep track of your sales progress. Reports for sales calls, appointments and proposals will be distributed.

#### PRICING TECHNIQUES AND SALES STRATEGIES

Price is always a key factor in a sale. Methods of presenting the cost elements will be examined and presented a "return on investment" approach to client prospects will be discussed. Using pricing to your advantage will be demonstrated.

#### \*SELLING TO THE GOVERNMENT\*

The U.S. Government is the largest buyer of guard and investigative service in the U.S. You will learn how to sign up with thousands of federal, state and local purchasing agents and get the opportunity to give your company a piece of this business.

#### LABOR CONTRACT ISSUES DEALING WITH UNION JOBS

Don't be discouraged because the security labor is under a collective bargaining agreement. Learn the "ins and outs" of dealing with union jobs and the advantage the security industry has in this area. Discussion of LMRA 9b3 will be presented.

#### SELLING TO "IN-HOUSE" CLIENTS

The 1988 Cunningham Report identifies more than 50% of all uniformed security services as "in-house." This represents more than twenty billion dollars of opportunity (\$20B) for providers of security services. These lucrative opportunities are ripe for astute salesperson who can convince the management of these "in-house" companies that security services are best when "out=-contracted" to reputable security firms.

#### NEGOTIATING RATE INCREASES

Most clients recognize the rising labor costs are inevitable in any service industry. When properly prepared, increases need not be a painful experience. Learn the proven methods to approach this subject with your client.

#### DEALING WITH PURCHASING AGENTS

Learn how the National Association of Purchasing Management (NAPM) addresses this crucial subject on the purchase of security services as a commodity. Learn how the purchasing people perceive our service.

#### DEALING WITH AND SELLING THE PERSONNEL MANAGEMENT

Very often a key decision maker is the personnel director. Learn how to win them over.

#### DEALING WITH AND SELLING THE SECURITY MANAGERS

Techniques to win over the security director in the sales process. A successful security sales person does not have to be a security expert but does not need to know the key issues in the delivery of a security service.

#### SUMMARY AND DISCUSSION

An opportunity for you to get your questions answered and to review items that your company needs help with.