



## Small Business: Model Sales Call

## Structured Sales Presentation tool

## Small Business Model Sales Call Consists of 9 Steps

1. Pre Call Preparation
2. Introduction/Warm-up
3. Set Agenda
4. Needs Analysis
5. Walk Through
6. Presenting ADT
7. Solutions/Return on Investment (ROI)/Protection of Investment (POI)
8. Close
9. Referrals

### Step One: Pre Call Preparation

#### Appointment Research and Background

- It is extremely important to be as prepared as possible before your appointment.
- Know your opportunity. Is it an SBV or SBA (Telemar appt) or Business Generated Lead (BGA)? Have you reviewed the notes available on the account through LE&ADS? Is the appointment with an existing customer? Is the appointment a takeover? Is the customer interested in BA, CCTV, Access, an add-on, etc...?
- Is the opportunity a Vertical Market such as: Retail, Business Services, Personal Service, Automotive/Transportation, Grocery/Food, Health Service, Restaurant, Wholesale, or Other?
  - Utilize one of the vertical market guides
    - Example: L6573-00
- Is the opportunity from a Circle of Influence (i.e. referral, network, or ADTforBusiness)?
  - Utilize one of the Circle of Influence guides
    - Example L6633-00
- Know the surrounding area
  - Do you know the current ADT Customers or Out of Service (OOS) accounts around your appointment?
  - Have your Sales Manager pull a Revenue in Force (RIF) list for your territory.
  - Utilize the current ADT tools: LE&ADS, MasterMind, LeadSource, Sales Genie



- Will the existing customers in the area refer you to the opportunity?
- What type of Market Area?
- Pull a Crime Indicator Map <http://www.insideadt.com/main/crimereport/login/login.cfm>
  - » Research on-line for recent burglaries or events
  - » Utilize local crime records from [www.crimereport.com](http://www.crimereport.com)
- Arrive early and canvass the area
- Mentally prepare for the sale
  - Role play some objections on the way to the appointment
    - Review the Handling and Overcoming Objections Guide
  - Role play your closing techniques
  - Role play some of your recent successes
    - Have a plan B if things don't go according to plan

## Tools To Bring

- ID Badge
- Business Cards
- Needs Analysis
- ROI Matrix
- LCA Application/LCA information
- Product Sell Sheets and Leave Behinds
  - BA/Intrusion Packages, Access Control and Select Entry, CCTV and ViewPro
  - Preferred Services: ADT Select, Parallel Protection, and Hold-up, Small Business Guarantees, CMC, Residential Services, ADTforBusiness, and ADT Comparison to Other Security Providers
- Product and Services Guide
- Current Pricing List—Small Business and Residential
- We Care Form
- Scope of Work Form
- Security Proposal
- Sales Agreements and Riders: Small Business and Residential
- Crime Indicator Map—Printed out with customers address information
- ADT Capabilities Presentation



- CCTV Demo Kit
- Clip board or something to take notes on
- Calculator, pens, window stickers, yard signs, breath mints, dress for success and a smile

## Reminders

- Show up on time
- Be well organized
- Dress professionally
- Make a positive first impression
- Introduce yourself, show your ADT ID badge, and offer the prospect your business card and state license if applicable
- Ensure all decision makers are present

## Important Note 1:

It is expected that when you enter a customer's place of business that you will be respectful and will conduct yourself with the highest ethical standards as detailed in the ADT Guide to Ethical Conduct.

## Important Note 2:

Alarm systems and services attempt to help reduce the risk of losses, they cannot and do not eliminate this risk. Regardless of the type or sophistication of the alarm system/services, they cannot guarantee the prevention or occurrence of a loss. No statements or representation should be made that the alarm system/service is going to be "burglar or fire proof" or provide "complete", "total" or "100% protection" or any similar statement. All ADT sales representatives must conduct themselves and provide sales presentations consistent with the above.

## Step Two: Introduction And Warm Up

*Hi, I'm Mike with ADT Security, I am here to meet with Mr./Mrs.\_\_\_\_\_. Great to meet you Mr./Mrs.\_\_\_\_\_!*

You want to make sure all the decision makers are present; this is the first step in closing the sale and in maintaining control.

*Mr./Mrs. \_\_\_\_\_ is there anyone else that will be involved in making decisions or providing input for your businesses' security? WFA [If yes] Great! Will he/she be joining us? [If no] Great! Is there somewhere you feel comfortable discussing your business security needs?*

At this point you want to establish rapport and common ground with the prospect. It is important for them to be comfortable with you and you comfortable with them. Remember an owner's time is very valuable, they are





business savvy and deal with lots of Sales Reps. Ask questions and don't just make statements. It's about them, not you. Let them talk about themselves and ask follow up questions.

- We tend to like people who are like us and we tend to buy from people we like. That's why you want to ask questions to find common ground.
- Keep in mind that they may also be busy and may not have too much time to engage in a warm up. Be sensitive to their situation.

### Sample Warm-Up Questions

- *Mr./Mrs. \_\_\_\_\_ is there anyone else that will be involved in the decision making process or providing input for your businesses' security?*
- *This is a nice place, how long have you been in business?*
- *Is this your first business?*
- *How has business been lately?*
- *Is there somewhere you feel comfortable discussing your business security needs?*

## Step Three: Agenda

If you do not set the agenda for the appointment you will lose control. The prospect will drag you around the business telling you where to add door contacts, jump to price, go back to running the business, etc. and ultimately cause you to lose control of the appointment and probably the sale. You have the ability to keep control over your appointment with a gentle, helpful approach. You accomplish this by outlining the agenda for your visit when you arrive at the acceptable area. This is important since they may not have dealt with alarm salespeople before and may not know what is involved or how long it will take.

Covering the agenda with your prospect will give them an overview of what you plan to accomplish during the meeting. It will also ensure that you stay on task with each step of your presentation. Properly establishing the order of objectives covered in the Agenda will ensure that you "control the sale" versus the prospect "controlling the buy". As mentioned above, it is very easy to get off task, but if you establish yourself and your goals for the meeting you can avoid diving right into product and pricing.

Another reason why we must let the prospect know what to expect is so that if there are any objections, for example, the owner has to leave in 15 minutes, you can surface them at this point and not find out half way through your visit. Once you sit down you should proceed as follows:

*Mr. Jones, before we get started, I'd like to briefly outline what I'd like to accomplish today:*

1. *I would like to start by asking you some questions to better understand your business, and your security needs.*
2. *We will then take a quick walk around your building so we can physically identify all potential areas of concern and if we need to demonstrate how the ADT security solution can help reduce these concerns we will discuss the options available.*
3. *After we walk through your business I will share with you why ADT should be your security provider.*



4. *We will come to an agreement on a security solution for your business and then I will call to schedule your installation date.*
5. *All this should take about 30 to 45 minutes. Fair Enough? (WFA) Great!*
6. *Oh... and don't let me forget to tell you about our customer appreciation program when we're finished.*

This approach helps you maintain control and puts the customer at ease.

## Step Four: Needs Analysis

*As I mentioned just a moment ago, I'd like to begin by simply getting an idea of what your concerns are. In order to keep from leaving anything important out, I may ask for what seems like a lot of information, I'd rather ask and be thorough, as opposed to not asking, and possibly overlooking something important.*

The purpose of the Needs Analysis is to guide the conversation and uncover the customer's security concerns – it's not just a form to fill out. By using a printed form it also shows you are a professional and keeps you on track.

The Needs Analysis is a vital part of the MSC. During the Needs Analysis you will be asking questions. These questions are designed to get you to one final closing question at the end of your appointment. The Needs Analysis needs to have a lot of customer interaction to be effective.

There are two primary principles you'll want to follow throughout the Needs Analysis in regards to the types of questions you'll be asking and how to position the discussion to engage the customer. First, in regards to the questions it is always better to ask open ended questions. The benefit of open ended questions is that the answers will typically allow you to ask the customer follow-up questions to get a clear picture of their concerns. These follow-up questions are often referred to as *cascading* questions.

Secondly, a best practice utilized to engage the customer in the discussion is to follow the 4 Cs: Circumstance, Concerns, Consequences, and Commitments. These steps are repeated as you proceed through the Needs Analysis and question the customer about his/her business.

- Circumstance: \_\_\_\_\_
- Concerns: What concerns do you have about this circumstance?
- Consequences: What would happen if \_\_\_\_ was not addressed?
- Commitments: Would you like to.....?

By using the 4 Cs you will follow a sequence that not only identifies the *circumstance* of when or if the event occurs, but you'll uncover the exact reason as to why this is a *concern*, and the *consequence* when and if the event occurs. And lastly, you can gain their *commitment* to resolve the concern and/or minimize the consequence if you're able to provide a solution to help avoid the circumstance from occurring. *(This principle is also best followed during the Walk Through when discussing product and the placement of equipment throughout the facility.)*

The Needs Analysis is broken down into Five Sections: Facility Review, Areas of Concern, Business Operations, Personal Loss, and a Return on Investment.



## Facility Review

The questions behind the Facility Review is designed to give you background information in regards to the customers initial concerns and/or motivations for meeting with you, their past experience with security products, and the basics on the physical operation of the business (employees, hours of operations, entrances/exits, key holders, communication services: phone and/or internet provider).

Much of the information compiled and recorded in the Facility Review may be obtained during your Pre Call Preparation and Introduction/Warm-up. If that's the case, there is no need to ask the question(s) again, but be sure to clarify and record that information onto the Needs Analysis. For instance, you may have observed the hours of operation as you walked into the appointment. Instead of asking the customer what their hours of operations are each day you can position it as a point of clarification.

*I see that you're open from 9am to 10pm each day. Are you or any of your employees required to be here prior to opening or after closing? WFA. And what is the typical arrival and departure time each day?*

Utilizing this approach will display your observation skills and convey confidence to the customer. It may also open up another set of questions (think cascading) for you to address as possible concerns. In this example, you may uncover a need for ADT Select (to monitor open and closings), Hold Up Alarm (HUA) (to ensure employee safety before opening and after hours), or CCTV (for remote look-in capability).

## Areas of Concern

There are several objectives to be addressed in this section of the Needs Analysis. First, is to identify the areas of concern that may adversely affect the business. The most cited Areas of Concern are listed on the form and include: Burglary, Robbery/Hold-Up, Workplace Violence/Harassment, Drugs in the Workplace, Premise Liability, Slip and Fall, Vandalism, Inventory Shrinkage, Perishable/Spoilage, Shoplifting, Sweet-Hearting, Employee Theft, and Vendor Theft.

It is important to note, that not all Areas of Concern may be applicable or recognizable by the customer. It is imperative that you have a working knowledge of how each may or may not play a part in the overall operation of the business. On one hand, you may recognize that this is not a retail operation so trying to ascertain the estimated monthly loss on perishables and spoilage would not be relevant. But on the other hand, a customer may or may not be aware of Sweet-Hearting and how this may or may not be adversely affecting their business. In this instance, you'll want to show how you've assisted other similar businesses in identifying this circumstance, the concern, and then the consequences of not addressing the concern.

By maintaining this balance, you'll be able to display your knowledge and collaborative approach to assist the customer in developing the correct and appropriate security solution.

Secondly, you want to be able get an estimate on the monthly loss on any areas that may have been identified as a concern. If the customer has identified a topic as an area of concern, it is appropriate to inquire if the instance has occurred in the past and to what extent (frequency and actual loss per instance). If the customer has identified a topic as an area of concern, but has no specifics occurrences to reference, it would be acceptable to have them estimate the potential loss.

*You mentioned that Burglary is a concern for you and your business. Have you had a burglary in the past? WFA. [If yes] May I ask you how much your business lost in that occurrence? Were there any other costs or adverse losses associated with that burglary? For instance, did your business have to close? Were any employees harmed?*



Being able to extract estimated monthly losses for any Areas of Concern will assist you in developing your Return on Investment on the final ADT security solution that you help the customer configure. It is not required nor necessary to get an amount for each section, but the more you extract will only make your ROI that much stronger when you get to the close. Your ability to capture actual figures in multiple areas will also provide you with the flexibility to configure an ADT security solution that includes the full breadth of our product line and services: Intrusion, CCTV, Access, Parallel Protection, Hold-up, ADT Select.

Thirdly, you want to discuss what current measures the customer has taken to protect their business from this concern. The current measures that a customer has taken may or may not be recognizable. There are specific measures that an ADT security solution can help provide, but there are other non-electronic security measures that may be in place. For instance, the customer may have a practice of not allowing more than \$500 to be stored in a cash register before transferring that amount into a secured safe or drop box. Another example is that the business may utilize mats and carpets at their entrances to minimize their liability of a "Slip and Fall" claim during adverse weather (i.e. rain, snow).

Your ability to identify these measures will further cement your credibility with the customer because you're looking at all aspects to help protect their business and not just a solution based on electronic security measures.

*I noticed that you have mats and carpets in front of your self-service soda machines and the walk-up coolers. Do you also use the "Wet Floor" cones or signs to help minimize the occurrence of a Slip and Fall claim?*

Next, you'll want to compare their reported losses with the average shrinkage lost for businesses. At this point, depending on how much information you've been able to collect and the associated loss, you may have enough to determine the total monthly loss of the business (especially true if they have already given you an estimate on their monthly loss due to Inventory/Shrinkage). If you have, you may still find it appropriate to review their inventory process in detail to be thorough.

However, based on circumstances of the business you may not have been able to gather much information or associated losses regarding the prescribed areas of concern. The business may be new and have no past issues or circumstances to reference, it may be an established business, but a new owner, or the customer may be guarded and unwilling to provide you with the information. In these instances, you'll want to do your best to stay professional and probe as much as possible without losing the customer all together.

Lastly, you'll want to get their expectations on what a reasonable reduction (either a \$ amount or %) an ADT security solution could help provide. This information will provide you with a commitment from the customer if you're able to customize a security system that can help meet or exceed that expected reduction. To illustrate this point, let's assume you identified that the customer has an estimated monthly loss of \$500 with an expectation to recover 20% (which correlates to \$100 in Estimated Recovery). With this information, an ADT security solution of \$1000 would have a payback of 10 months. Review your ROI Matrix to explore various scenarios on payback as it relates to the estimated recovery and the ADT security solution.

## Business Operations Issues

This section of the Needs Analysis is designed to address the intangible issues that may be adversely impacting the business. Such issues include, but are not limited to: Employee Productivity, Customer Service, and Merchandise/Placement. In a 2006 study conducted by Salary.com it was estimated that employees spend an average of 1.86 hours per eight-hour workday on something other than their jobs. Based on those averages, employee time-wasting costs employers \$544 billion in lost productivity each year. What's the breakdown per employee? Assuming a 40hr workweek and an average wage of \$10...that correlates to nearly \$5000 per year for each employee.





That time recovered can correlate to more time with customers which can be translated into better customer service and/or retention. The biggest distractions noted in the survey included: internet usage and texting (56%), socializing with other co-workers (26.3%), conducting personal errands (7.6%), and “spacing out” (6.6%).

Much like the Areas of Concern you’ll want to discuss the inefficiencies and ascertain to what level the deficiency is occurring.

*In regards to your employees’ productivity, what percentage of their time on the job can you attribute to non-work related activities?* WFA. Customer states 10%. *That’s great. Did you know that the national average is roughly 20%? But did you know that even 10% may be costing you nearly \$2500 a year per employee in loss productivity? Let me show you how.*

Once you’ve explained and showed the impact of loss productivity in estimated dollars you’ll want to get their feedback on an acceptable recovery based on an ADT security solution.

*Earlier you stated that you estimate that 10% of your employees’ time can be attributed to non-work related activities. What do you feel would be an acceptable recovery or improvement with an ADT Security Solution?* WFA. Customer states 5%. *That’s great. During our Walk Through I’ll be sure to point out ways you can address that.*

Note that in the example above the customer referenced a recovery or reduction of 5%. That translates into a savings of \$1250 per employee. If there are just 5 employees that dollar amount totals \$6250. Even a 1% recovery in this example translates into a total savings of \$1250 per year (approx \$100 per month).

If you’re unable to extract any dollar amounts for Employee Productivity, Customer Service, Merchandise/Placement, and/or any other business processes you’ll want to identify the total amount of wages paid per month. With this information you’ll be able to conduct a calculation based on the 20% productivity lost based on the survey averages. It’s important to note that the % amount is not important, but should be used as a starting point. Allow the customer to provide you with their input to build a compelling case in your ROI based on information that they gave to you.

## Personal Loss

This section of the Needs Analysis is designed to get a gauge of the level of efficiency that the business operates at when the owner is away. The purpose is to exploit the impact a CCTV system may have on the business and the ability of the owner to step away more often. That time may be for personal time, just as the heading suggests, but it can also be used for business, as well. Perhaps the owner would not only like to step away more often for peace of mind and to maintain their own work/life balance, but they may also want to see more of their own clients, make their own sales calls, or even prospect sites for their next location. The point is to let them decide what’s best for them and their business.



## Return on Investment

At this point you should have a solid grasp on the exact security needs of the customer based on your discussion throughout the Needs Analysis. In addition, based on the feedback from the customer you should be able to calculate the Projected Recovery. The Projected Recovery is a composite of each dollar amount you extracted throughout the Needs Analysis: Areas of Concern, Business Operations, and Personal Loss.

Areas of Concern + Business Operations + Personal Loss = Projected Recovery

As stated before, you may or may not be able to input a total number for each of the sections. However, that should not impede your progress in configuring an ADT security solution. In fact, many individuals have been more comfortable with omitting the Personal Loss input citing it as an intangible. The number is still extracted and used in the close as an ancillary benefit to the customer. The key is to build a Projected Recovery and to provide an ADT security solution with a Payback that you will be comfortable in closing once the time has come.

You will not complete the ADT security solution section of the Needs Analysis until you've completed your Walk Through, explained all of ADT capabilities, and have come to an agreement on the products and services with the customer needs (See Solutions/ROI/POI section of the MSC).

## Points of Clarification

The Needs Analysis is not all inclusive nor is it complete. The form is to be used as a guide to assist you in determining the concerns of the customer within a set structure and flow. Use your judgment on where to explore deeper with the customer for further clarification (cascading) and what areas may be omitted. Often times, sales representatives will park on every issue regardless of its relevance to the customer's main concern. In time, you'll develop the skill sets and expertise to know when to move on and when to explore deeper. There may be circumstances when you've clearly identified the Compelling Reason for your visit and it may be enough for you to go directly to the solution. In fact, the customer offered up the information and the value of the loss. So how do you proceed? You still want to do your due diligence, but you don't want to lose the customer, right? Below are some sample scripts that will assist you in striking that balance.

*It sounds like your main concern is \_\_\_\_\_. I will be sure to address that specifically in my ADT Security Solution. But I would still like to ask you some additional questions because often our products can address several concerns with slight modifications in the configuration and/or layout. You may realize some ancillary benefits that you may not be aware of. Fair enough?*

*Normally, I would ask a few more questions about your business operations, but it sounds like your main concern is \_\_\_\_\_. But just so you know I'd like to come back and explore \_\_\_\_\_ with you. Fair enough?*

The form is also a tool for you to provide leverage when it comes to closing the sale. If done successfully, you should be able to extract not only all of the concerns of the customer, but be able to customize an ADT security solution with a Payback that you feel comfortable justifying to the customer.



## Transitioning (from the Needs Analysis to the Walk Through)

*Mr./Mrs. Customer, thank you for taking the time to share your concerns with me. The good news is that I already see some areas where we could help you to \_\_\_\_\_ which would \_\_\_\_\_ for you. What I would like to do now is to take a quick walk around your business with you to get a better idea of how you operate and at the same time uncover anything we might not have discussed yet. I would like to start outside for two reasons, to look at your parking lot (if applicable), your entrances, and also to see where your phone line enters the building to see if there are any vulnerabilities. I would also like to make a quick diagram as we walk around so I don't miss anything.*

## Step Five: Walk Through

During the Walk Through you should use a Scope of Work form and have a note pad handy to jot down concerns, issues, and details about the security system you will lay out for the customer. The walk through provides you the opportunity to have the customer show off their business. As you tour the business, point out the good and the bad. If the customer made any attempts at security, commend them on their attempts. You will have the opportunity to draw out a diagram of the location detailing points of entry for staff and possible entry points for criminal activity. Be sure to point out areas of vulnerability and take notes of your conversation with the owner/decision maker.

You need to stay in control during the Walk Through and not let them lead you around. You do this by bringing up any issues using the 4 Cs. Work the Circumstance, Concern, Consequence, and get Commitments.

- Circumstance: *Earlier you mentioned the majority of the shoplifting occurs in this area of the store.*
- Concerns: *What concerns you about this circumstance?* WFA. Because of its location from the front counter it's difficult to see customers and their actions. The height of the aisle obstructs the view from the counter.
- Consequences: *What would happen if this area was not addressed?* WFA. I'd still be losing merchandise.
- Commitments: *Would you like to have a camera placed here to provide coverage for this area?*

The above example follows the 4 Cs sequence through questioning. You may also accomplish the same through your own observations, making clarifying statements and ending with a question to gain their commitment.

*I see what you mean about the majority of your shoplifting being isolated to this area. I can clearly see that the height of the aisles obstruct the view of your employees from behind the counter. Not to mention that when your employees are dealing with customers at check out this whole area can go unobserved. If we don't include this area in our security solution you'll continue to experience shoplifting at your current level. Where do you think would be the optimal placement of a camera to help provide coverage for this area?*

Make sure that the owner participates in the discussion and that it is not just one way with you doing all the talking. You want them to acknowledge or comment when you point things out. Once you have walked around outside, then move back inside and continue. Continue to focus on the 4 Cs when you discuss issues with the customer.



There are many questions to ask given that every business is different. Remember that there is a lot of data in the Technology Sales Guide, as well as, the Needs Analysis.

## Where Do You Start?

A great starting point is the phone block. You can discuss the phone line being cut, find out what type of service they are using for their phone service: LAN or POTS line, VoIP, or none? Who is their provider? Do they have internet service, (great time to throw in a brief line about remote CCTV access) and ask if they plan to expand or if they foresee any major changes.

The phone block is the hub. You can bring up Cell back-up from there; explain that in the event of an emergency the back-up device will be another layer of protection. Ask about high speed internet, VOIP.

*Are you familiar with or do you use our cellular back-up service at your home?*

*Will you have a High Speed internet connection or VoIP?*

*Did you know you can connect to your ADT CCTV system from anywhere in the US in real time? Is that something you would be interested in?*

*Will your phone system meet your needs in 5 years?*

As you walk around outside make sure you point out a few things as you diagram and observe them (i.e. existing security measures, specific concerns discussed in the Needs Analysis, new concerns not discussed in the Needs Analysis, employee interaction and productivity).

- *Mr./Mrs. Owner, I see you have already taken some precautions by doing\_\_\_\_\_.*
- *I can see what you mean. This parking lot is right up against that wooded area and could present a problem, especially to the employees who work until \_\_\_\_\_ o'clock.*
- *Mr./Mrs. Owner, I want to point out something if I may. I noticed that by this back entrance water drips down from the overhang and may accumulate just below the bottom step. I would imagine that when the sun goes down tonight that could freeze and lead to someone slipping and falling.*
- *Where do you and your employees enter and exit? What time? Who opens, who closes?*
- *If you were a criminal, would you break in when the business is closed or rob the business while it is open?*
- *What would you steal, destroy, vandalize? What would those damages do to your business, your employees, you?*
- *How many people have keys or access to your building? Cleaning crew?*
- *How much is all this worth? How long would it take you to replace all of it and be back in business?*
- *Has any loitering or crime occurred outside the business?*

## Where Should You Finish?

A great place to finish is back where the customer said they felt comfortable.





Hopefully an office or break room so you are not writing up your agreement on the side of a box. This also gets you back to where the customer was comfortable talking to you earlier. It is also a way to bring the appointment back in if it has gotten away from you.

As you wrap up the Walk Through you will need some time to put together a system layout. You need to keep control of the appointment because the customer may ask you “How Much?” somewhere soon. You want to get all the features and benefits out on the table before you quote a price.

*Mr./Mrs. \_\_\_\_\_ I am confident that I can put together a security solution that will not only meet your needs but help you solve your Compelling Reason(s). It will take me a few minutes to go over my notes and put some things together, let's go back to (comfortable place) so we can finish up and get your business secured. Since it will take me a few minutes, you can catch up on \_\_\_\_\_. As soon as I am ready I will let you know, Fair enough?*

Once you have finished, let the prospect know you are ready. Be sure you have completed and detailed your ADT security solution and recorded that information back into your ROI to determine the estimated monthly Payback.

*OK Mr. Jones, I've got all my notes together, let's see what we've got, but first let me tell you briefly about ADT, the #1 security provider for small businesses [true? Documentation to support this?]......*

## Step Six: Why ADT?

The intent of this step is to demonstrate that ADT is qualified to help provide the customer with the total security solution to their problems. Many of your prospects only focus on the product/equipment and price and not the total picture. A good way to deal with this is to use **CESI**.

**C** = Company

**E** = Equipment

**S** = Service

**I** = Investment

What good is low priced equipment if the installing company goes out of business or they cannot provide good service? Since most local companies use third party monitoring centers, how can the installing company make any promises or commitments about a monitoring center they don't own and most likely have never seen?

Where we have the advantage over other companies is in the strength and longevity of ADT, which demonstrates our “Always There” and in our redundant monitoring centers. We have had to close more than one of our CMC locations due to hurricanes (Jacksonville) and snowstorms (Denver). During these closures the monitoring was handled by one or more of our remaining monitoring centers. If the other company only has one center, which is common, what happens if they have to close down for some type of natural disaster or other emergency?

At this point you would need to take out your ADT Capabilities Presentation and point out why ADT is the company of choice. When you do, remember to discuss the benefits. Why does it matter that ADT has been in business since 1874? What is the benefit of our large number of customers? What is the benefit of our redundant monitoring centers?

Take out the Capabilities Presentation. As you cover each page, stop on any key points that were identified earlier.

Small Business with ADT: *As you can see here, with our 130+ years of experience and more than 300,000 small businesses that we help protect all across North America, together with 200+ sales and service offices*



and 11,000 trucks on the road, ADT is positioned to meet your unique security needs, as demonstrated by the many types of business we help protect (point).

**Concerns for Small Business Owners:** *We understand the various types of concerns you face, which we have listed here (point) and typically fall under three broad categories: Areas of Concern, Business Operations, and Personal Loss. As you pointed out to me earlier, your main concern of \_\_\_\_\_ matters to us just as much as it does to you.*

**Solutions:** *We can address your concerns with Intrusion Protection, Video Surveillance (which addresses \_\_\_\_\_ that you said was a concern), Access Control, and even Residential Security, which we find is also important to many business owners like you.*

**ADT's Service Advantages:** *Here is where no other company can match ADT, and that is with our network of redundant monitoring centers. If we ever have to close one of our monitoring centers due to hurricanes or snowstorms or other type of natural disaster, during these closures our Customer monitoring would be handled by one or more of our remaining monitoring centers. This way you can be assured that ADT is "Always There" when you need us most. No other company can match this. We also offer a 6-month Money Back Service Guarantee and a Relocation Discount should you relocate your business in the future.*

**Summary:** *I think you can see that when it comes to helping to protect businesses, ADT is Always There. It really doesn't matter what equipment you install or what the price is if the company cannot provide the service you deserve and respond quickly in case of a real emergency, does it?*

## Step Seven: Solutions/ROI/POI

**NOTE:** If appropriate, this is where you would provide your demonstration of CCTV or Access Control using your demo equipment.

After presenting Why ADT? (and CCTV/Access demo if appropriate), you would discuss the ROI. When you come to the ROI, you should turn to the ROI section of the Needs Analysis document and proceed as follows:

*OK, based on all of the information that I have gathered today, we've been able to secure your business and address the concerns you raised earlier. Let me go over what we have agreed upon.*

Summarize the security system layout geographically. Summarize the products and services ADT is providing, not just the names of the services, but the benefits.

You would continue with each item on your list, explaining the benefit of each item and how it addresses their concerns. You would proceed with the Intrusion portion and then the Video Surveillance/Access Control portion. You can propose all of the products and services on the same form or you can separate them. If you are selling one of the packages, you would propose them on one form and show the savings. Once you have finished you would present the ROI as follows.

*Mr./Mrs.\_\_\_\_\_, most business owners are surprised to learn that our ADT Video Surveillance/Access Control solution pays for itself, but may save you money over time! Let me show you what I mean. Earlier you told me that you thought you were losing about \$\_\_\_\_\_ per month due to \_\_\_\_\_ and that we could assume a Video Surveillance solution may reduce that by about \_\_\_\_%, that gives us an estimated recovery of \_\_\_\_\_ (point to form). We then add to that the \_\_\_\_\_ losses we identified of \$\_\_\_\_\_ in your business operations, assuming we could reduce that by \_\_\_\_%, we get a recovery of \$\_\_\_\_\_. Finally, you stated that if we could free up an additional \_\_\_\_\_ hours of your valuable time, it would be worth \$\_\_\_\_\_. If we add these together we come up with a total recovery of \$\_\_\_\_\_.*



*The ADT Video Surveillance/Access Control solution which I just reviewed is only \$\_\_\_\_\_. Based on the above, this means your ROI occurs in \_\_\_\_\_ months, and after that you may make additional profits!* (show their ROI using the bottom portion of your form)

After discussing the ROI, you would then review the Intrusion solution you are providing (if your preference is to do them separately). As you review what you have customized, keep referring back to the concerns developed during the Needs Analysis and Walk Through and how the security solution can address that specific concern.

NOTE: When using LCA Financing, you would quote the monthly number. You should use LCA with the CCTV solution wherever possible since it makes the ROI even more compelling when they don't have to wait to start realizing savings!

*Now, as you can see here, the alarm system, which can help protect your investment (POI), is only \$\_\_\_\_\_ plus \$\_\_\_\_\_ per month and that includes\_\_\_\_\_. And this is to help protect the total investment you have in the business of \$\_\_\_\_\_. [“What would you estimate the total value of your possessions for this location is including merchandise, equipment, and promotional material?”]*

## Step Eight: Closing The Sale

A sale is made when value exceeds price. A clear presentation, delivered by a confident sales representative that engages a customer throughout the appointment is the best close. You've presented the ADT security solution to the customer so what comes next? You have to ask for the order and close the sale with the customer. The best closes fall into one of three categories: The Assumptive Close, The Alternate Choice, and OK/Direct Paperwork Close. Each is described below. For more descriptive detail refer back to the Closing and Overcoming Objections section of the Blue Edition.

### The Assumptive Close

*Mr./Mrs. \_\_\_\_\_, thank you for giving ADT the opportunity to earn your business. I just need your approval to get the security solutions we helped you customized installed and in service.*

### The Alternate Choice

*Mr./Mrs. \_\_\_\_\_, the security solutions we helped you customized to help you with your [Compelling Reason] is ready for installation. I would like to check for an installation date, do you prefer mornings or afternoon for the installation? (WFA)*

### The OK/Direct Paperwork Close

*OK, with your approval here (point), we can get your security program started today.* Turn the paperwork around. Have pen tip pointing to the authorization box. Have the other end of the pen pointing toward the customer. Don't say a word. Wait for your customer to authorize the paperwork.

Surprising, but a lot of sales representatives simply don't ask for the order. If you don't ask for the business you won't get it unless the customer reaches out and makes you sell it to them. Choose one way (from above) of asking for the sale and rehearse it until it is second nature. Use this method each time, consistently. Wherever possible we want to close the sale on the first visit. There are times when a second visit is required (possibly for a demo) but you won't know if the sale can be closed if you don't try!

If selling BA, don't forget to include the telco jack:



*Mr./Mrs. Owner, we'll need a special phone connection from our security system to your phone system. This connects the two and allows ADT to seize your phone line during an alarm event to send a signal to our monitoring center. The phone company typically charges \$\_\_\_\_\_ for such a jack/connection, but since we are already on site for the installation, we can handle that for you for just \$\_\_\_\_\_. Does that sound good?*

## Step Nine: Referrals

You want to leverage the sale by asking for introductions to others who may be interested in business or residential security. This is important to you since every lead or appointment that you self generate requires an investment of time, whether you are canvassing, conducting a phone session, contacting affinity partners or employing some other method. Since you are already there, your additional investment of time to develop referrals is minimal compared to the other methods listed above. The two categories of referrals are:

- Other businesses (utilize a direct referral or ADTforBusiness)
- Residential systems
  - For the business owner's residence (utilize the SB/Residential Combo package, current Residential offer, or ADTPays)
  - For their employees' residence (utilize the current Residential offer, ADTPays, or Commercial Employee Rebate)
  - For their customer's residence (utilize ADTPays)

You'll want to familiarize yourself with all of the current promotions within the Small Business and Residential Channels. Each month a Marketing Update is released covering the corporate approved promotions for each channel.

In addition to the current promotions and "street offers" available, the ADTPays platform may be a good fit for your customer. This program will allow the customer to promote ADT Security Services to their customers and business partners and earn commissions for each closed sale. Discuss both programs (Residential and SB) with the customer to ascertain which is best for them...it may be both. Be sure to review the structure of each and get them signed up as a promoter.

As mentioned before, the best time to secure referrals is at the time of sale. If you're unable to secure any referrals at this time it is best to develop a contact strategy to keep in touch with the customer for future opportunities. It is recommended to follow-up with customers at the following times:

- Prior to the installation – to ensure that we're ready on our end (equipment and installer scheduled) and that the customer is ready on their end (phone lines, power, etc...) and will be present.
- After the installation – to ensure that the system was installed to their satisfaction.
- 15 Days after the installation – to ensure that the system is working properly and the customer is comfortable with the system.
- 30-60-90 and 180 days after the installation – to ensure the above and to inquire about additional services that may be needed: Parallel Protection, Hold Up Alarm (HUA), or any other devices, Video Surveillance, Access Control, Residential, or Referrals (either direct or through the ADTPays Program).
- 1 year after installation – to ensure and revisit all of the above and recognize their 1 year anniversary.





Don't forget that the LE&ADS tool can assist you in keeping up to date records of all your customers and prospects. In addition to keeping detailed notes on each account, you can utilize the follow-up tasking to set reminders on your calendar for future follow-up. For customers that sign up as promoters through the ADTPays Program you can monitor and track them directly through the LE&ADS tool.

Once you've familiarized yourself with all of the available programs for your customers and possible referrals, you can use one of the following scripts to assist the customer.

*Oh, I almost forgot to tell you about the customer appreciation program I mentioned earlier. For each person who installs a \_\_\_\_\_ system, you could earn \$ \_\_\_\_\_. Before I leave I was wondering if you know of any:*

- *Recent crime in the area? (WFA)*
- *Businesses that have recently moved in?*

*I also wanted to mention that as an ADT Customer you may be eligible for our special promotion on home security systems. This may apply to you or your manager(s) and employees who have their own home. It's a great promotion. The offer is \_\_\_\_\_ (current promotion). Is there anyone at your business that might want to take advantage of this offer? (WFA)*

*We have a great program where you can earn an additional income stream...*

