

“LEAVING MONEY ON THE TABLE”

(Creating our own economy... Regardless of the economy!)



**SECURITY
SUMMIT
CANADA**

The Attrition Busters
Consulting • Seminars • Workshops

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Looking at this picture of your customer's home or office, what value-added solutions do you offer that might be of interest and benefit to this client? Perhaps the only reason he doesn't already have it, is because nobody told him you offer it!



When was the last time you saw a wad of cash laying on the ground and thought to yourself, "I think I'll pick that up later"?

Every single employee is part of the sales team and can help your company grow!

Three of the biggest reasons people leave money on the table?

#1 Fear

#2 Not charging enough

#3 Missing opportunities

How can we pick up much more of it?



What fills up your pipeline

And KEEPS it full ALWAYS?

Existing customers (let's talk about how?)

Field techs (Do they bring back intel? Plant seeds?)

Cold calls (What is your strategy?)

Referrals (How often do you ask for them?)

Places you and other employees frequent
(Do you know the owners or managers?)

Social media, Friends, family, church, school,
sports, etc....

Every single employee works for the sales department!

**Does this picture relate to what we do for a living?
Will someone please share a success story?**



Do you think your company is leaving any money on the table?

Are you building your brand to make customers dependent on you?
Education that leads to sticky customers leads to increased sales & growth!

Corporate History

Corporate Core Values

Corporate Strengths

Corporate Stability

Support Programs

Training Modules

Products & Solutions

Commitment To Success

Success Stories

If you're not standing out, you are blending in!

Is there an advantage to having a local security provider?

Local presence and diligent reliability!

Local employees are familiar and accessible!

Local reputation drives choice!

Local companies have less employee turnover!

Local companies invest in "OUR" community!

Local companies know the geography!

Motivated consumers aren't influenced by low price, they're won over by "money well spent!"

Creating your own economy!

- Your value proposition is so attractive and so engaging that your prospect can go see five other people, but he just can't shake you out of his head!
- We are no longer living in the 1900's. It is not just about single product offerings any more. It is about lifestyle and bundles that create R.O.I. for customers and recurring profits for you!
- You actively listen to your customers and keep yourself up to date on everything your company has to offer that makes life better!
- Always remember that customers have no idea about the new things you offer unless someone tells them about it!

Best Practices

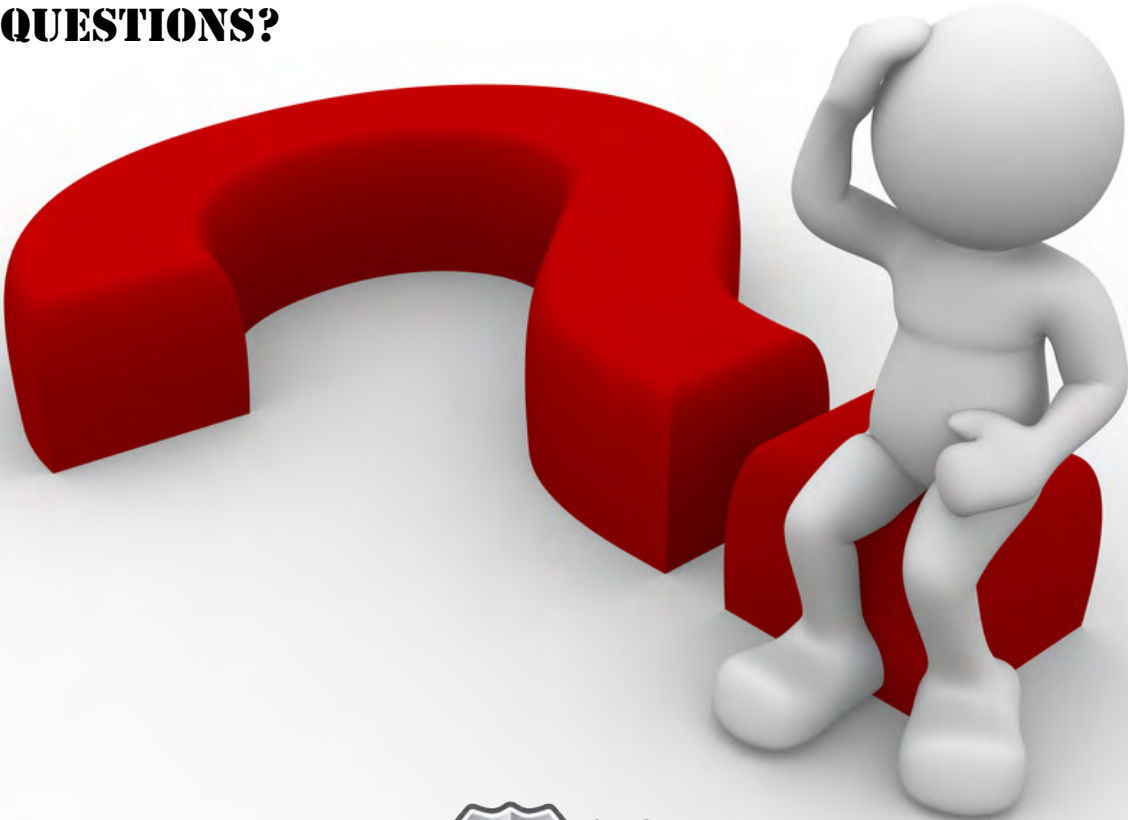
“Be aware of opportunity! Customers have no idea about the new services you offer unless someone offers them!”

“Listen to customer’s wants/needs! A multiple service strategy drives added value and emotionally ‘bonds customers’ for the long term while increasing recurring monthly PROFIT!”

“Are you charging enough? Keep your eyes on margins”

“Stir the pot with all employees to stimulate them with awareness of opportunity!”

**ANY
QUESTIONS?**





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Thank You!

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