

## Great Strategies for Marketing Between Now and 2010



Friday, May 19, 2006

## Your Company Image Branding

- Presentation materials
- Yard signs, decals and vehicles
- Talks – interviews
- Premium items – quality
- Website

Clean up your act and put \$\$\$ into your image!



## From Joe Stitgen from ADS

...the marketing of our company on vehicles is a prime visual face to the public, and allows us to show the professionalism and the value of our company to prospective customers. We continue to show the value as a full integration company.

The "graying of America" continues – today's baby boomers are getting older – and our concern about their health. Start thinking about medical services and particularly how portable (for home) defibrillators can add value to existing sales.

## Safety Talks Crime and Fire

- Rotary, Kiwanis, JC's, Lions, Civic, Service
- Home Owner's Association, Builders/Architects
- Police and Fire
- Safety Issues – home and business
- The survey

What's the goal?



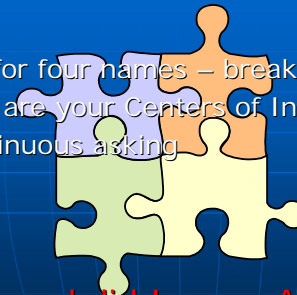
Have a planned e-mail program, sending out security tips, news items, and other information...it also gets you an e-mail address.



This customer's list is invaluable to you!

## Referrals

- Ask for four names – break it down
- Who are your Centers of Influence
- Continuous asking



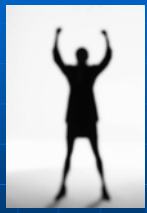
Oh – and did I say – Ask for it?

Offer med alert monitoring as an integral part of your security package. Call up existing customers to let them know of this "new" service...and by the way, ask for referrals!



### Shows/Exhibits

- They'll work if you work – be aggressive
- Look sharp
- Drawing



You're there – why?...  
And how are you going to do that?

Get into the press release habit and do it for all occasions!



### Bird-dogging

- Minimize the numbers, maximize the effort
- Follow up regularly
- Drop boxes



What you can do yourself is finite - what you can do through others is infinite

Have a couple of sales and marketing "retreats" a year, bring in an outside facilitator/and/or public speaker to help with the outside stimulus factor.



### Builder Programs

- Builder, alarm company, buyer, HOA relationship
- Early follow up – building permits
- Design centers

Show the Builder the way



Form a network of non competing alarm dealers...perhaps from other cities...to brainstorm, exchange ideas and underwrite cost of marketing pieces and sales promotion



## Executive Protection Program

- Special promotion – make them feel it's special
- Get names – it's all in the pursuit and follow up
- Classy literature on the promo



From one – there will be many

Joint venture partners are everywhere you look. Try the yellow pages exercise to stimulate creativity!



## 4 in 1 Prospecting Referrals - Commercial

- Who do you know
- Break it down – segments
- Home – business – referral – membership

1 call – 4 leads  
What a Deal

## From Art Romero

...while it may seem obvious, the great majority of alarm dealers out there do not have a website. Even a modest website at a modest cost gives great reliability, credibility and assurance to the potential customers that they're in the hand of a quality company!

■ ASIS

■ Community

Involvement = Payback

## From Fred Leonardo

...a plan statement stuffer program is the most cost effective way to promote upgrades and increased recurring revenue. It requires only the smallest of investments, even though creativity has to be of the highest order.

## Customer Prospecting/Referrals

- Personal visit
  - Upgrades
  - New products and services
  - Add on building
- Letter program
- Vertical marketing



Once you get them – don't forget them

## From Craig Leiser

...creating and supporting a dealer program that brings real value to the dealer as well as the provider, is totally unique. Let's take a look at the dealer programs out there.

## Be Cutting Edge

- New products
- New services



Be the first to offer

## Training the Trainer

- Train your people
- Train your customers
- Train your birddogs

Good training = vacations



## Recruiting through your Customers



Develop an R2A2 program for you and everybody in the marketing department



## Listen – You May Learn

- Communication – 75% listening and 25% talking
- Facts – personal and business



How well do you listen?

## Question and Answer Session

