

**EVERYONE 'S COMING INTO YOUR MARKET!**

- \*ELECTRICAL CONTRACTORS
- \*DATA-COM CONTRACTORS
- \*SECURITY CONTRACTORS
- \*A/V CONTRACTORS (CEDIA)

**IT'S BECOMING A TOUGH WORLD...**

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**WHAT HAPPENED TO SPECIALIZING?**

- \*RESIDUAL REVENUE ISN'T WHAT IT USE TO BE... FRONT END REVENUE?
- \*LIMITED ABILITIES FOR STRONG MARGINS... IMMEDIATE MONEY?
- \*BROADER CUSTOMER SERVICE NEEDS.
- \*CONSTRUCTION NEEDS TO COMBINE ALL RESPONSIBILITIES INTO ONE CONTRACTOR.

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**INTEGRATION -**  
TO FORM, COORDINATE, OR BLEND INTO A FUNCTIONING OR UNIFIED WHOLE...

- \*WHAT WILL THIS EVOLUTION OF LOW VOLTAGE BRING?
- \*WILL IT WORK FOR YOU?
- \*SHOULD WE HAVE CONCERNS?
- \*CAN YOU MAKE IT WORK FOR YOU?
- \*WHO WILL LEAD THE PACK AND CONVERT?

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**WHO WILL WIN?! EVERYONE WINS...**

- MANUFACTURING - CREATION OF PRODUCT ALLIANCES.
- MONITORING FACILITIES - OFFERING ADDITIONAL SERVICES.
- DISTRIBUTION - SELLING MORE PRODUCT TO A LARGER MARKET.
- INTEGRATORS - GREATER OFFERINGS = GREATER PROFITS!
- EVEN END USERS... EASIER ACCESS TO MODERN TECHNOLOGIES FOR A NOMINAL FEE. 😊

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**MAXIMIZING YOUR MARKETING DOLLARS IN THE INTEGRATION REALM...**

**NEW AGE BRINGS NEW OPPORTUNITIES:**

- \*WHAT MARKETING PLANS WILL YOUR STRUCTURED WIRING PROGRAMS OFFER?
- \*HOW WILL YOU MARKET?
- \*TO WHOM WILL YOU MARKET?
- \*UTILIZE MANUFACTURES JOINT MARKETING EFFORTS & RESOURCES.

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**"FACT- NOT FICTION"**

**EFFORTS GEARED TOWARD FRONT-END STRUCTURED WIRING PROFITS ARE AVAILABLE FOR THE PICKING,**

**JUST ASK US FOR GUIDANCE TO GET YOU THERE ...**

**THANKS FOR ATTENDING... Q&A TIME...**

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