

This is an Event Driven Business

April 2023

Two Types Of People

We are in an industry whose product features benefit a board audience, both residential and commercial. We must focus our prospecting on the primary reason, or cause, people buy alarm systems.

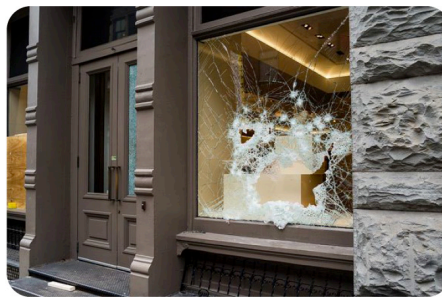
There are two types of people who buy alarm systems - those that have experienced a crime and those that want to prevent a crime. And the question then becomes, which of the two do you want to be?



With a few exceptions, many people wait until they are a victim of criminal activity. We buy alarm systems when the following events occur:

- Burglary
- Robbery
- Home Invasion
- Fire
- New Construction
- New Move-Ins/Relocations

- Any other crime-related activities



However, unless an event occurs, they wait. Why? What are some of the reasons why people wait to buy?

- It is not going to happen to me
- I have a dog to protect me
- We live in a safe neighborhood
- I am waiting for the right opportunity
- Someone will come along and offer me a better solution
- I want to wait until it feels right
- Is this the best price

Foresee the Need

Instead of waiting for someone to decide to make that purchase, we have the opportunity to help them along that journey. Now is your chance to help people take control, ask questions, have a clear solution

and be knowledgeable about what's happening in the world.

Crime is everywhere. We see it on TV shows and the news, hear about it on the radio and in conversations. It's everywhere and it's time to make a serious effort at helping people when it comes to their safety.

Cause and Effect

People who are going through an event or have gone through an event are considered prime prospects.

And you need to get on those opportunities right away. If you don't, you lose them to someone else or they just decided not to buy.

Know where to look into the areas where crime occurs the most and where you can provide that solution.

And remember, if you don't get the sale, you work for free!

Jack