

SECURITY CONNECTED.

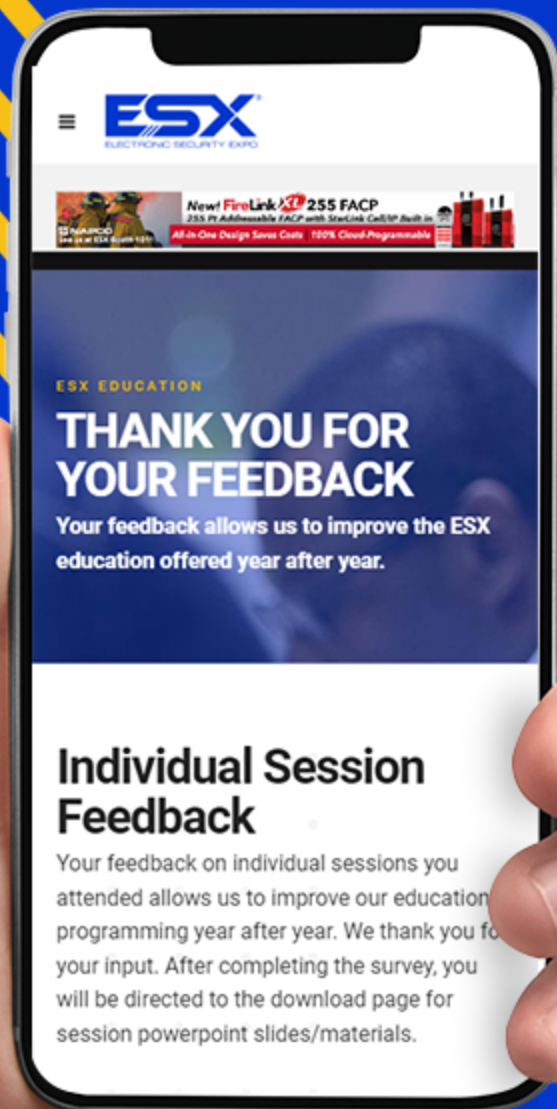


ELECTRONIC SECURITY EXPO

SALES TRACK | RMR FOCUS

**LEVERAGING YOUR EXISTING CUSTOMER
BASE FOR SALES AND RMR GROWTH**

ESX **FEEBACK**



1

**ANSWER 5
QUESTIONS
ABOUT THIS
SESSION**

2

**GAIN
ACCESS
TO THE PPT
SLIDES**

3

**BE ENTERED
TO WIN A
\$100 GIFT
CARD**

3 GIFT CARDS (\$100 EACH) AVAILABLE FOR SURVEY RESPONDENT RAFFLES

WINNERS WILL BE NOTIFIED THROUGH THE ESX APP

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**THE ELECTRONIC
SECURITY EXPO IS
OWNED BY:**

ESA ELECTRONIC
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by NAPCO

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COURSE OBJECTIVES:

Leveraging Your Existing Customer Base for Sales & RMR Growth

- The importance of developing a multi-pronged and purpose driven communications strategy process that keeps customer engagement high
- Understanding who you have on your team that can drive sales without turning Hunters into Farmers
- How to get referrals from existing customers without anybody feeling or sounding icky

MEET THE SPEAKERS



**GRETCHEN
GORDON**

**PRESIDENT
BRAVEHEART SALES
PERFORMANCE**



**KENDALL
HORNER**

**VICE PRESIDENT
BRAVEHEART SALES
PERFORMANCE**

Low- Hanging Fruit

Depending on what study you reference, acquiring a new customer is anywhere from **5 to 25 times more expensive** than retaining an existing one.



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Typical Client Acquisition Strategy



- Insert 2 graphics:
 - hunting- closing business- becomes customer- acct management- identify oppty with existing- closing- acct mgmt. (no more hunting)
 - Hunting- closing business- becomes customer- hunting closing business- becomes customer (no acct mgmt., customer leaves)

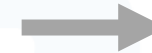
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Dogs That Will Hunt vs Emotional Support Pets

- INSERT COMPARISON OF BDR/
AE/ AM

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Take a Page Out of the SaaS Industry's Book



BDR/ SDR

Sets Appointments

Sales/ Account Executive

Closes Business

Account Manager

Cross-Sells, Upsells, Renews

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How to Get It Right

Hunter



- Prospecting/ Lead Gen
- Initial conversation
- Qualifies
- Sets appointment



Closer



- Becomes point contact until closed
- Uncovers compelling reasons to buy
- Further Qualifies
- Executes Sales Process
- Proposes Solutions
- Closes

Can be the same person



Account Manager



- Becomes point contact upon close
- Is the Quarterback for client's needs
- Identifies additional opportunities
- Closes cross-sell/ upsell biz

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Expectations

Hunter/ Closer

- Prospects and identifies new opportunities.
- Shepards prospects through sales process.
- Closes new customers.
- Positions referral expectations for the Account Manager.
- Moves on.

Conducts check-in after the initial install and asks for referrals.

Account Manager

- Identifies all stakeholders within accounts.
- Develops relationships with all decision-makers and influencers.
- Executes scheduled check-ins at regular intervals.
- Expands RMR within accounts.

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Compensation

Hunter/Closer

- More variable compensation
- Only on new accounts
- Closer (if 2 separate people) gets more comp if self-generated

Account Manager

- Less variable compensation
- Hybrid plan
 - Grow RMR *and* conduct account reviews
 - Require certain # of referrals
 - Carrot or stick approach

Comp plan alone will NOT drive behavior

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CREATING A STRATEGIC ACCOUNT GROWTH PLAN

SMARKETING TO BUILD STICKINESS

- Multi-pronged approach
- Proactive Engagement- Don't wait for the phone to ring!
 - Thought Leadership
 - Topical & Timely Advice (not just product/ service updates)

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SMARKETING TO BUILD STICKINESS

- Build it into CRM & Email/ LinkedIn/ Social Workflows- Facebook (General Feed vs Community Groups), Instagram, YouTube, TikTok, NextDoor
 - Build out individualized personas and identify where each customer fits
 - Be specific to their unique needs
- Institute NPS Surveys and use the results

The New Golden Rule: Treat
Your Customers As They
Want to Be Treated

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SMARKETING TO BUILD STICKINESS

- You don't have to be a marketing expert
 - Consult the experts- Security Dealer Marketing
 - Use AI
 - ChatGPT wrote this for me:

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Let Your Customers Sell For You

“What gets measured gets improved.”

Process for Getting Referrals

- Set up at the start of the engagement and echoed throughout
- Must be part of Account Managers' activity goals
- Provide messaging for how to ask, when to ask
- Provide language for how to articulate what a good referral is
- Practice!

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Can Customer Service Sell Better?



How are you using customer service in the sales process now?

Can customer service people be elevated to alleviate some of the burden from account managers so they can sell more?

Example of beliefs that support success

If they are engaged with customers, can they ask better questions to uncover additional opportunity?

Practice

Process

Sales DNA/ Beliefs

Comp

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RATE THIS SESSION
ESXWEB.COM/FEEDBACK



CLOSING **LUNCHEON**

11:30AM

MAIN STAGE

F.L.Y. FIRST
LEAD YOURSELF

