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ELECTRONIC SECURITY EXPO

**SALES TRACK |
RMR FOCUS**

**COMMERCIAL SALES STRATEGIES AND
APPLICATIONS THAT DRIVE HIGHER RMR**

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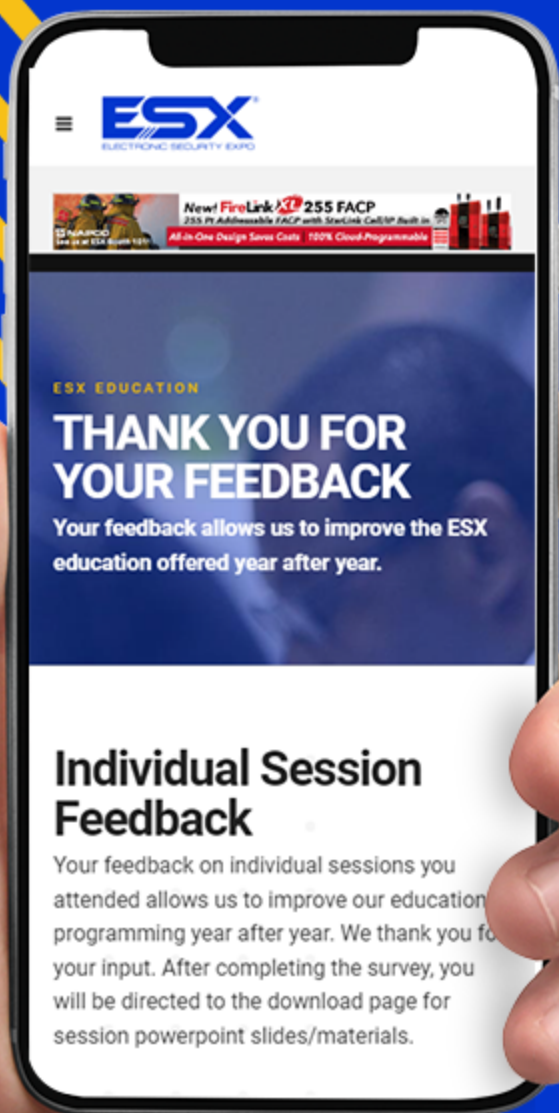


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**SALES TRACK |
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**COMMERCIAL SALES STRATEGIES AND
APPLICATIONS THAT DRIVE HIGHER RMR**

ESX FEEDBACK



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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SECURITY EXPO IS
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ESA ELECTRONIC
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by NAPCO

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COURSE OBJECTIVES:

Commercial Sales Strategies and Applications that Drive Higher RMR

- The power of refreshing existing products and services, and offering complimentary solutions for your commercial clients
- New technologies and services that generate higher RMR
- Best practices on how to introduce new products and services to your organization and to end users

MEET THE SPEAKERS



**JENNIFER
DOCTOR**

**SR. DIRECTOR,
PRODUCT MANAGEMENT
JOHNSON CONTROLS**



**JOHN
NEMEROFSKY**

**COO
SAGE INTEGRATION**

Market

- \$826M Global commercial market
 - \$710M hardware
 - \$116M services, consisting of small business, mid-tier & large enterprise businesses
 - **8% CAGR over 4 years**
- Leading Players
 - Honeywell
 - Johnson Controls
 - Bosch
 - DMP
 - Lenel S2
 - Vanderbilt
 - Hikvision
 - Gallagher

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What are the key drivers for you to consider?

- Managed services
 - Pricing models
 - Best practices
 - Choosing vendors
- Customer Experience Journey
 - buying
 - hardware
 - servicing
 - in-service or outsource
- Other Considerations

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Poll

- What managed services do you currently use?
- Hosted Access
- Hosted Video
- Hosted Visitor Management
- Other (fill in)

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Creating a Managed Service Program

- Managed security service providers (MSSPs) specialize in providing security-as-a-services offerings to their customers. Their common services focused on outsourced monitoring and management of security devices and systems include: managed firewall, virtual private network, intrusion detection, etc.
- What services will you provide?
- Hardware?
- Pricing?
- Have billing software?
- Hosted visitor management?

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Choosing Vendor Partners

- Start with partners you trust.
- Don't limit yourself to partners you know and trust.
- Everyone is migrating now, and proven players can deliver advantages: brand recognition, support, migrating of legacy systems, etc.
- Smaller companies have pros and cons weigh them seriously.
- PSA partners.

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Pricing Models

- Keep it simple: standard bundle pricing.
- Create a go-no go process to allow a la carte pricing on a proposal (type of opportunity, customer, approval by ops).
- Create pricing to “win some and lose some” ... but modify to win more.
- Offer tiers if you can easily manage them.
- If you do tiers, position the middle one to win.

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Pricing Best Practices

- Press your vendor partner for market intelligence.
- Know the value of what is being provided.
- Look at this service as a conduit to offering the more valuable managed services.
- Know the value ... it's not a financing plan! Role play, role play, role play.

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Menu of Services

Access Control Services		
Service	Description	Pricing Model
Hosted Access	Brivo Hosted Platform	1-2 CR \$18 /month /cr, 10 CR \$15/month cr Over \$12 CR /month per cr
Hosted Hatrix	Kantech Hatrix Access Control	\$18 / month /cr
Hosted Hatrix	MSP to MSV	\$5 /cr per month plus \$125 setup
Hosted Genetec	Hosted Genetec Access	\$15/month per cr
Secure Vizual Hosted	Hosted access control dashboard	\$2000 / month

Video Services		
Service	Description	Pricing Model
Eagle Eye Hosted	Eagle Eye Hosted with onsite storage	\$15 /month / camera
Eagle Eye Hosted	Eagle Eye Hosted NO onsite	\$36 /month per camera
Genetec Hosted	Genetec Hosted video	\$30 / month per camera
Interactive Video	Prosequer Interactive Video	\$300 / month based on 20 events

SAGE
integration

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Menu of Services (con't)

Network Monitoring Services		
Service	Description	Pricing Model
IOT Monitoring	Razberri	\$35/month / server
IOT Monitoring	Seneca	\$35/month /server per

SAGE
integration

Cybersecurity / Device Services		
Service	Description	Pricing Model
Cyber Security	E-sentire	\$300/month
Cyber Security	Protocol 46	\$12 /month / employee

Other Managed Services		
Service	Description	Pricing Model
Weapons Detection	Evolv hosting analytics	\$1840 / month
Anti-Drone Technology	Dedrone	2640/ month per GBR
Visitor Management	Solo Insight	\$1850 / 6 visitor stations

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Poll

Who should be on the front lines of customer service?

- Internal (the one who sold)
- External (the one who installed)
- Vendor (the one who makes the product)
- Other

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Customer Experience

- Is your end-user ready for cloud?
- Education
- Support
 - Inside the office
 - Outside the office
 - From your hardware & software partners

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Key Considerations in Choices

- Data privacy
 - Cybersecurity
 - Prem vs. cloud
 - ISO standards
- Review of Technology Partners
 - Financial background
 - Operations & back office background
 - Roadmap & strategies

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Selling Managed Services

▶ Small to Medium Accounts

- ▶ Hosted access provides reduction in hardware costs and increased in remote access.
- ▶ Hosted video provides a decrease in hardware cost along with an increase in storage flexibility and remote access.
- ▶ Hosted Cyber Protections provides real time threat detection and response.

▶ Large Enterprise Accounts

- ▶ Hosted weapons detection systems provide machine learning and analytics to provide a safer employee experience.
- ▶ Hosted Anti drone technology creates a virtual bubble that tracks drones and performs real time risk assessments.
- ▶ Hosted visitor management provides for more efficient remote workflows, parking, contact tracing and visitor screening.

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Best Practices

- Setting Goals
 - Annual performance but backed into quarterly
 - Measure dollars not % of sales
 - Be crystal clear about whether you're living in the world of Total Contract Value (TCV), Annual Contract Value (ACV), or Monthly Contract Value (MCV).
 - Assume a 3-year life span
- KPIs
 - Limit to quoted dollars, for now.
 - Add # of quotes next.
 - Avoid Activity Metrics unless it's necessary for certain individuals.
 - Report these weekly and make it easy.
 - Close ratio equals total # of sales closed divided by total number of opportunities.

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Best Practices (con't)

- Accountability
 - Weekly stand-up (3 minutes).
 - Monthly progress review (10 - 15 minutes).
 - Quarterly planning and course corrections (45 – 90 minutes).
- Staying Positive
 - Praise in public, criticize in private
 - Use Accountability
 - Meetings (one-on-one's) to push and pull.
 - Praise every win.
 - Don't talk about managed services constantly but talk about it regularly.
 - Ask questions of everyone.

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Poll

Are you ready for a Managed Service program?

- Yes
- No
- Already have one!
- I'm not sure

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Final Thoughts & Considerations

- Vertical Market Choices
- Business Culture
 - Internal team – skills & compensation
 - Have you engaged your customers

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ESXWEB.COM/FEEDBACK

