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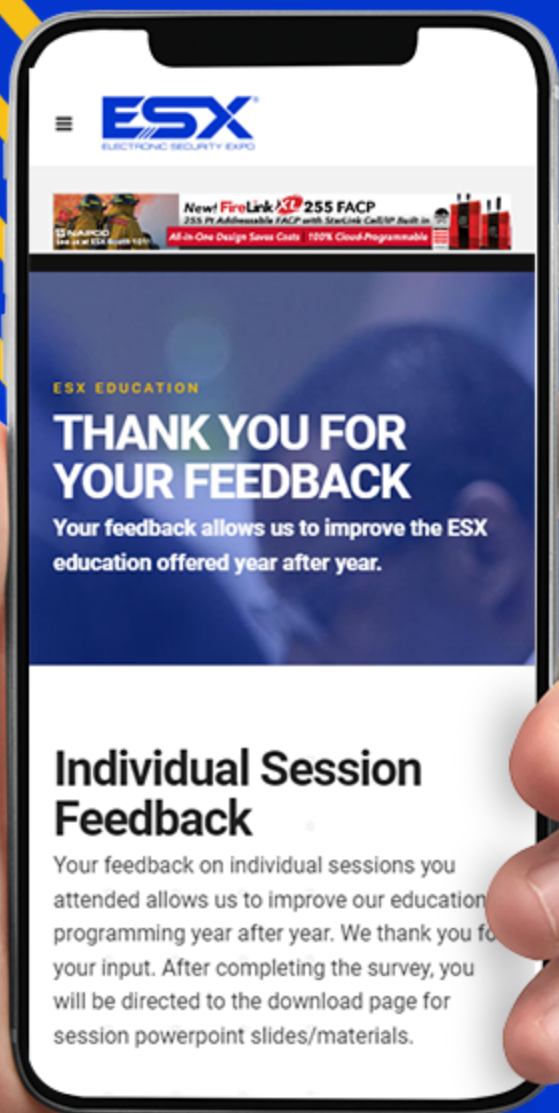
ELECTRONIC SECURITY EXPO

**MANAGEMENT TRACK I**

**FIRE FOCUS**

**THE BUSINESS OF FIRE ALARMS – PART 1:  
HOW TO SUCCESSFULLY ENTER**

# 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  
OWNED BY:**

**ESA** ELECTRONIC  
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# **COURSE OBJECTIVES:**

## **The Business of Fire Alarms: How to Successfully Enter – Part 1**

- Significant business and legal factors that you need to consider before entering
- How to develop a fire and life-safety solution offering
- The various fire alarm markets to pursue
- How to market and sell the offering to existing and new clients
- What people, processes and procedures are needed to start offering fire alarm services

# MEET THE SPEAKERS



**MELISSA  
BRINKMAN**

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**CEO  
CUSTOM ALARM**



**CAMERON  
FLECK**

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**OWNER  
NEWVISION  
SECURITY**

# Dot your I's and cross your T's

- **Contracts-** have good language in place and how to handle changes
- **Insurance coverage**
- **Qualified staff-** hire or subcontract it out?
- **Know your codes-** building, fire, state licensing, etc.
- **Know permitting process and costs-** electrical, city, etc.

CROSS YOUR  
→ T's ←  
AND DOT YOUR  
← I'S. →

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# Develop Fire and Life-Safety Solution Offering

- See what makes sense for you
- Find a good manufacturer partner
- Who is on your team? Skills inhouse or outsource?
- Growth for inhouse people? Expertise? Certifications?
- Acquisition to get started? Outside people to bring on team?
- Vertically aligns with security industry



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# Not all Markets are created equal...

- Bid market
- Education market
- Government market
- Healthcare market
- Parts & Smarts market-subcontract partners
- Financial market
- Manufacturing market
- And so much more...



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# Now what? How to market and sell to existing and new clients

- Start small?
- Who is on your team? Skills inhouse or outsource?
- Look at list of existing customers who could benefit from fire service offerings
- Target new customers in vertical market and build up
- Adapt and change and grow offerings to stay relevant to clients



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# The 3(or 4)P's... People, Processes and Procedures, and don't forget Pricing. What you need to get started



- **People**
  - Identify person(s) with knowledge, training, skill, interest
- **Processes**
  - What is the go-to plan on quoting, contracts, selling, paperwork, installation, final testing and QA
- **Procedures**
  - Create standard procedure and make sure meets all codes
- **Pricing**
  - Determine what you are going to sell and how you price it
  - Monitoring, test & inspect, service... determine your rates

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# Recap and final thoughts

- You can be different and successful
- Talk to others- learn tips, tricks and things to avoid
- Review and update your contracts
- Understand the risks
- Lots of opportunities in fire alarm



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**THANK  
YOU**

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