

All The Things No One Told You About Selling Security Guard Services



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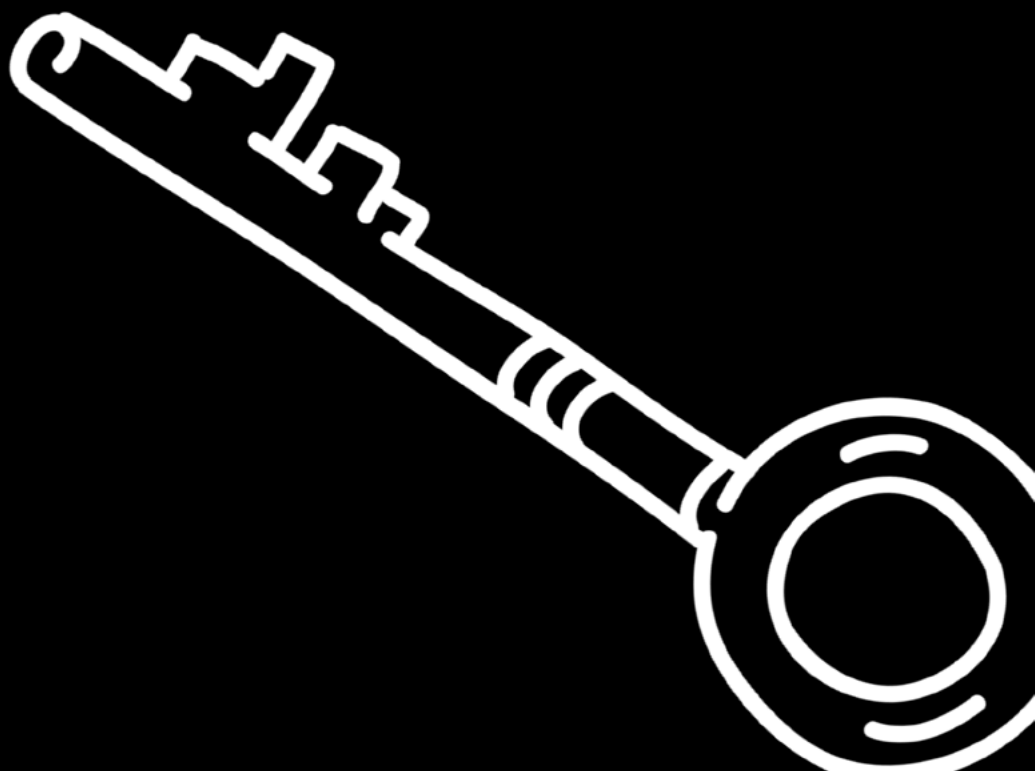
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CHAPTER

INTRODUCTION

Intro

duction



If you run or manage a security guard company, consider OfficerReports.com your go-to resource for technology to better manage your business or for the latest news affecting the security guard industry. We've developed an extensive amount of knowledge during our decades of working in the industry, and we want to pass that information on to you to help you find the success that you long for.

In fact that is why we started OfficerReports.com - to help you be more successful. We saw a need for security guard companies to more easily collect and distribute the reports and information that their officers were generating while on duty. Subsequently, we developed our Electronic Reporting Software. Our reporting software eliminates the bad handwriting and lag in getting your reports to your clients that are the hallmarks of paper reports. We followed the success of our electronic reporting platform with a real-time guard tour tracking system that allows our customers to track their officer's patrols in real time. Most recently, based on conversations that we've had with hundreds of security guard companies, we introduced our time and attendance software. Time and attendance allows our customer to see their officers' clock in and out in real-time and lets them generate accurate payroll and billing based on that information.

In addition to our software we are equally proud of our online magazine, **Security Guard Services Magazine**, and our blog, **The Soapbox**. So we not only provide the most comprehensive Security Guard Management software on the market, we also give you access to a wealth of knowledge that comes from spending more than a decade selling security guard services. This ebook is the byproduct of all those experiences, distilled down into a series of articles taken from our blog that are actionable and easy to follow.

In the competitive security guard industry, it is possible for you to stand out from your competition and bring in more clients than you ever thought possible, and we want to help you do just that. Consider this ebook, which is chock-full of information about everything from how you can improve your marketing skills, to how you can craft a top-notch proposal, just the start of the information we offer. You'll also find information on blogging, video marketing, building a sales team, and so much more.

If you're ready to take your security guard company to the next level, check out our ebook and our website. You won't be disappointed.

We look forward to working with you!

CHAPTER
PROSPECTING

6 REASONS



**COMPANIES
USE CONTRACT
SECURITY**

6 Reasons Companies Use Contract Security

Have you ever tried to summarize in a very succinct way why your clients or prospects should use your security services rather than go in-house? Maybe you're familiar with how difficult it can be to try and outline the benefits in a short piece of marketing material. If you could use some help in that area, the following six reasons are a great place to start when you're describing why companies should use contract security.

1. It improves company focus

Companies that outsource their security needs can concentrate their limited resources on their core function. By allowing contract security companies to handle security related duties, your customers can still focus on servicing their clients while also maintaining a high level of security at their facility.

2. There's less training involved

Contract security vendors make extensive investments in methodologies, technology (e.g. electronic reporting software), and people as a result of lessons learned from facing challenges across numerous clients. Those investments eliminate your client's need to identify and procure those types of resources.

3. The quality of security won't decrease

It's a challenge for a company to be highly efficient in all areas of operation. In a company whose primary function isn't security, it's easy for their security needs to be placed on the back burner as they

face other challenges. However, when a company utilizes a contract security company, the contractor can ensure that any security related needs are addressed.

4. There's shared risk

By outsourcing the security function, your clients effectively spread the risk associated with operating a security team with you, the vendor.

5. Resources are freed up for other purposes

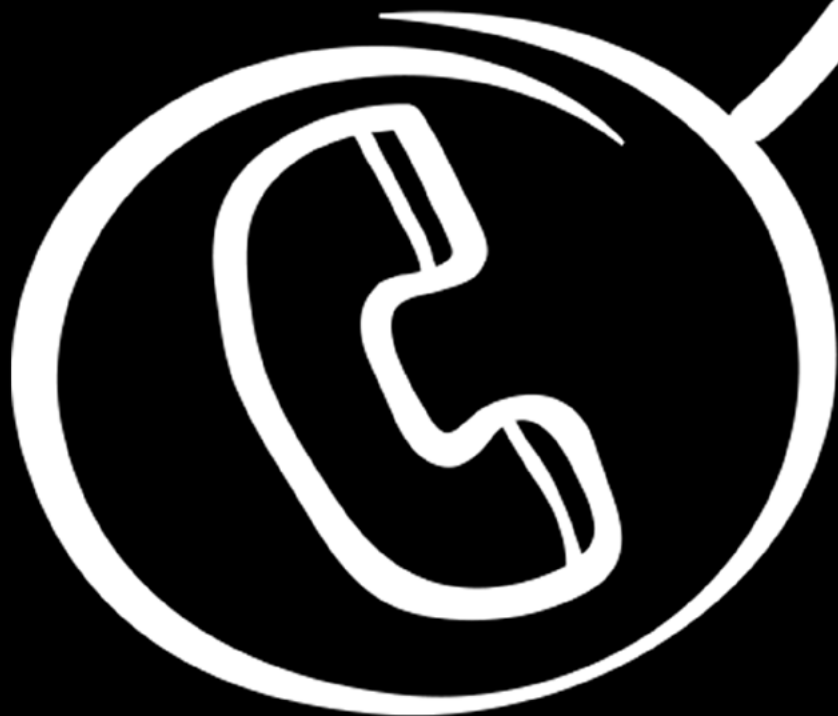
Hiring a contract security company allows the client to redirect its resources, most often their employees, from non-core activities to activities that focus on serving their clients.

6. It's more cost efficient

Because a security contractor focuses on providing security guard service, they typically have a lower cost structure because of economies of scale. As a result, the cost to hire contract security is typically less than hiring in-house security personnel. Those reduced costs allow your clients to channel those savings and efforts into activities that increase their competitive advantage.

I have found this list to come in handy from time to time and thought it would be good to share. For more on why companies contract security officers, read "Outsourcing Security: A Guide For Contracting Services."

SECURITY GUARD COMPANY



COLD CALLING
MECHANICS

Security Guard Company Cold Calling Mechanics

Building up a security guard business takes blood, sweat, and tears. In the security guard industry, commoditization of services and long sales cycles have become the norm. As a result, having a long-term marketing strategy is more important than ever. Your marketing strategy should consist of five key elements:

- Cold calling
- Email campaigns
- Search engine optimization
- Social media (esp. LinkedIn)
- In-person networking

Cold calling is probably the most misunderstood aspect of a security guard company's marketing strategy. Notice that I say "marketing" and not "sales" strategy. The purpose of cold calling isn't to make a sale over the phone, it's to gather information that allows you to sell more effectively later on.

Security Guard Company Cold Calling

The following are four basic steps to mastering your cold calling mechanics.

- 1. Get the person's attention.** Start off by letting them know who you are. A simple script to say is, "Hi this is (your name), and I'm calling from (the name of your company). We're a local provider of security guard services here in (your location)."

2. **Qualify the lead.** Make sure that the company you're calling is one you should be pursuing. Find out this information by saying, "I'm calling to see if you currently use security guards at your property."
3. **Acknowledge their purchasing process.** Chances are the prospect won't be thinking about security until a much later date, so let them know that you respect their time. Immediately after stating the sentence in step two, follow up by saying, "If so, when is the best time for me to contact you regarding submitting a proposal of services?"
4. **Schedule a follow up call.** At this point, the prospect realizes that you're not trying to sell them anything during that phone call, so they're more likely to be open to speaking with you at a later date. An easy way to ensure you stay in contact is by saying, "Okay, I will contact you then, but in the meantime, can I have your email address to send you some information about our company for you to review and keep on file?"

Once you've completed the last step, you've accomplished two very important goals:

1. **You've demonstrated to the prospect that you're a professional that understands their purchasing process.**
2. **You have an email address which allows you to add them to your email marketing campaign.**

Security guard company cold calling isn't exactly the most enjoyable thing you can do. However, it becomes easier the more you get used to it. Besides, the real fun comes when you know you've landed a new client all due to your savvy business development skills.

**A SECURITY
GUARD AGENCY
LEAD GENERATION
PROGRAM
HOW-TO**

A Security Guard Agency Lead Generation Program How-To

As a security agency in today's very competitive security guard industry of more than 14,000 agencies, developing a good lead generating program is essential. Your prospects are less likely to take your calls now more than any other time in the history of the security industry. In order to fill your sales funnel, it may be necessary to outsource your lead generation to a company that specializes in it. When choosing a lead generation company for your security agency, there are six criteria that your chosen firm should meet.

- **Only one representative should handle your calls.** Rather than have your calls scattered to several representatives, having only one rep allows that person to establish a level of familiarity and comfort when they're speaking about your business. They'll be able to convey a level of knowledge and expertise that is unlikely to happen when there are several reps handling your account.
- **The representative handling your account must be professional.** This isn't up for debate. The person handling your account represents your company, and their interactions with your current and prospective clients are a reflection of you and your brand.
- **You should be able to interview your representative.** You're trusting the representative with an important task, so you'll want to make sure they're a good fit with your company.

- **Calls are recorded.** For quality control, you should be able to periodically listen to recordings of your representative's calls.
- **The firm should have other clients in the industry.** This helps ensure that the agency is comfortable speaking with your prospects and understands their perspective. If they don't have security agency clients, clients who also provide similar services should suffice.
- **The firm should provide you with metrics.** In order to gauge the firm's performance and make adjustments to the campaign, you'll need a consistent set of metrics regularly delivered to you.

Goal Setting

Prior to signing your contract, make sure that you've established measurable goals for your campaign and have outlined how the firm will ensure that they're met. In order to provide a seamless transition of prospects from the lead generating firm to your company, we suggest having the rep call as a member of your "Marketing Department." Most importantly, because the rep won't be able to convey your company's differentiators as well as someone from your business, the representative shouldn't attempt to sell your services. The rep's goals should be:

1. **Confirm that security guards are used on the property.**
2. **Confirm contact information.**
3. **Confirm the dates that the contract ends.**
4. **Determine who the current vendor is.**

Once the rep has gathered the information, a business development manager from your security agency can then contact the lead as necessary. Prospects who request more details about your company from the representative should immediately be transferred over to your company.

What I discovered very quickly was that in most cases, these campaigns will be more cost efficient than having your business development managers make cold calls for most of their day. In fact, using a lead generating firm to make your cold calls allows your business development professionals to spend their time making appointments with WARM leads and closing more deals.

**HOW TO
MAKE YOUR
TELEMARKETING**



REALLY PAY OFF

10 Tips To Help Make Your Telemarketing Really Pay Off

Back in 2013, I published a blog post titled “A Security Agency Lead Generation Program How-To.” Since then, I’ve received dozens of questions from companies looking to develop lead generation programs by using third party telemarketing agencies. Those conversations inspired me to publish this follow-up article to elaborate a bit more on the topic.

If you don’t have the resources to develop a lead generation program internally, using an outside telemarketing agency is a good option. Working with an outside agency to generate leads can be a great experience if you:

- 1. Select the right telemarketing firm.**
- 2. Establish reasonable goals and objectives for the representative handling your account.**
- 3. Develop internal processes that allow you to capitalize on the leads that you receive.**

Considering the first blog post focused primarily on points one and two, this post will go more in-depth about point three. I’ve learned some very valuable lessons while working with telemarketers over the years. Keep reading to discover the top ten lessons that have proven to be the most useful to me.

- **Your telemarketing agency shouldn’t be tasked with selling any of your services.** Their job must consist of only one task: gathering information from potential clients. So

what information should they be collecting? To begin, they need to find out the name of the person that's responsible for the contract, the person's contact information, and the time they wish to be contacted. Getting permission to follow up is the final step.

- **Invest in Customer Relationship Management (CRM) software.** This software collects and organizes leads that the telemarketing agency provides so that it can be properly evaluated and followed up on. Considering the extensive amount of leads you'll be working with, using a CRM platform such as SalesForce.com, or SugarCRM.
- **Designate one person to manage the program.** Ideally, this person should be a manager or supervisor. Amongst other things, this individual should ensure that the information the telemarketing agency generates is put into your CRM and followed up on appropriately.
- **Provide sales and non-sales related online content to potential clients.** You can do this once they've given you permission to follow up, of course. If you're unfamiliar with the concept of "content" as it pertains to your marketing and sales efforts, check out this helpful content marketing article.
- **Distributing your content shouldn't be an arduous task.** To make this an easy process, invest in an email marketing platform such as MailChimp or ConstantContact. These email marketing platforms allow users to easily automate the distribution of content via email, which means much less work for you.

- **Be consistent with your lead generation campaign.** Starting and stopping isn't going to do any good for your business. Make sure that your sales team always has a steady flow of viable prospects to work with.
- **Understand your customers.** Before you even start the orientation process for your telemarketing vendor, make sure that you know what questions your prospects will respond to and what information they'll be willing to share. The telemarketers are doing the dialing, but it's your job to set them up for success.
- **Be patient.** Don't expect changes overnight; things take time. As the saying goes, "Rome wasn't built in a day." It's important trust in the process that you've developed.
- **The point of finding leads is to eventually set in-person appointments.** If your sales team is trying to close deals over the phone, they're wasting your time and money.
- **Set realistic objectives for your telemarketing campaign.** It's very likely that you'll have to tweak your campaign here and there as you learn what does and doesn't work. There's absolutely nothing wrong with setting goals and then revising them if necessary. In fact, it can lead to greater success.

Working with a telemarketing agency to generate leads can be a great investment if you take time to select the right firm, set reasonable goals, and have processes in place to ensure follow-through.

USE

Linked
GROUPS



**TO BECOME
AN EXPERT
ON YOUR
CUSTOMERS**

Use LinkedIn Groups To Become An Expert On Your Customers

In order to be successful in the security guard industry, you need to be an expert on your customers and their needs. Successful businesses must know their customers as well as they know their own families. In addition to knowing basic facts, such as the size of the market and number of potential customers, you must also be an expert on each of your individual customers and prospects. The type of information you should be collecting includes:

1. Names
2. Ages
3. Genders
4. Number of children
5. Hobbies
6. Personal interests
7. Associations they're involved in
8. Magazines they read
9. Wants and wishes
10. Challenges they face

Possessing this depth of knowledge about your customers allows you to deliver the solutions that they need at the right time, place, and price. There are several methods for gaining this type of knowledge, including sending surveys, networking at business events, and leveraging social media.

As social media becomes more ubiquitous, platforms such as LinkedIn – and especially LinkedIn Groups – have increasingly become the go-to tool for becoming an expert on your customers and prospects.

LinkedIn Groups

LinkedIn Groups was developed to provide a place where professionals can share content, post questions, find answers, and connect with those who have similar interests. If you're not currently participating in LinkedIn Groups, you're missing out on a huge opportunity. Before you jump right in, however, there are several tips for making the most of your experience.

1. Join groups that your customers take part in. Resist the temptation to join groups that are specific to your industry. Take a moment to find several customers or prospects that you would like to connect with. View their profiles, find out which groups they are part of, then join those groups.
2. Don't advertise. Although you're joining these groups to eventually build connections with prospects, avoid self-promotion. No one in a group wants to see a lot of advertising.
3. Join the maximum number of groups. Failing to do so means that you're missing out on news and discussions that help you better understand your customers and prospects.
4. Remain active. By doing so and engaging in discussions, you'll continue to learn things about customers and prospects that you wouldn't have been able to know otherwise.
5. Ask questions. They should be compelling, thought-provoking, and relate to your company's expertise. By asking

questions, you'll be more equipped to deliver products and services that speak to your clients' wants and needs.

You're an expert. Now what?

Now that you've gained a deeper insight into the wants and needs of your customers, it's time to put that information to use by answering questions and providing useful materials. First, consider speaking at local community events or offering a free webinar for customers or prospects. As with LinkedIn Groups, don't use these events as a way to self-promote, use them to build your standing as an expert. You'll begin to see that prospects convert to customers at a much higher rate when you're seen as an expert in your niche.

Should you find that customers and prospects are repeatedly asking the same questions, consider putting up a downloadable document on your website. An even better way of sharing your expertise is to set up a blog and post on a routine basis.

Buyers tend to be much savvier these days and do a lot more research about companies before they decide to sign up with them or make a purchase. By learning about the wants and needs of buyers, it's much easier to position yourself as an industry expert. By doing so, they're more likely to trust your advice and purchase your products and services.

Do you have some expertise that your clients or prospects need? How are you leveraging your expertise to convert more prospects to clients?

**NOT ALL SECURITY
GUARD CUSTOMERS
ARE GOOD
CUSTOMERS**



Not All Security Guard Customers Are Good Customers

Chances are you've heard the saying, "The customer is always right." That may be the case, but the truth is that it doesn't mean they're always right for you. Many years ago, I learned that not all business is good business, especially as it pertained to security guard customers.

When you're responsible for selling security guard services, there are many instances when you're going to be tempted to pursue customers for one overwhelming reason: revenue. This tends to especially happen in the beginning when new security guard companies have no choice but to take on any customer that walks through the door. However, the sooner you can transition away from that customer acquisition model, the better off you'll be in the long run.

Over the course of more than a decade, I learned that there are some tell-tale signs that are going to pinpoint which security guard customers are going to be a problem. The following are just some of the red flags to watch out for.

- 1. They're difficult to get along with.** These are the customers who are horribly indecisive, they're rude, nasty, and they feel that they deserve much more attention than all the other clients you provide services to. If you add them to your client roster, expect a huge drain on your well-being.

2. **They're cheap.** It's one thing to try and negotiate the price, it's another when they're asking for free services or steep discounts and then get mad when you say "no."
3. **They see your service as just a commodity.** Your business is worth a lot more than that. If the customer is accepting bids from 20 different companies, it's likely not worth your time developing a proposal.
4. **They request much more of you than what you can currently offer.** For example, if you don't typically offer armed security officers, then it's probably going to take an inordinate amount of time to develop processes to ensure that you're providing great service.
5. **They don't have a clearly defined scope of work.** If the responsibilities are not clearly defined up front, you will undoubtedly find yourself at odds with the customer about what your officers should and shouldn't be doing. Ever heard of the term "Scope Creep"?

In order to avoid problem customers, you must always keep an eye out for the aforementioned red flags. Analyze your customer retention rates, profitability, brand recognition, and ease of acquisition. After completing that analysis, you'll be able to understand what the optimal profile of a good customer is. Keep in mind that the more time you spend chasing customers that are sub-optimal, the less time you have to find those that are going to be good for you and your business.

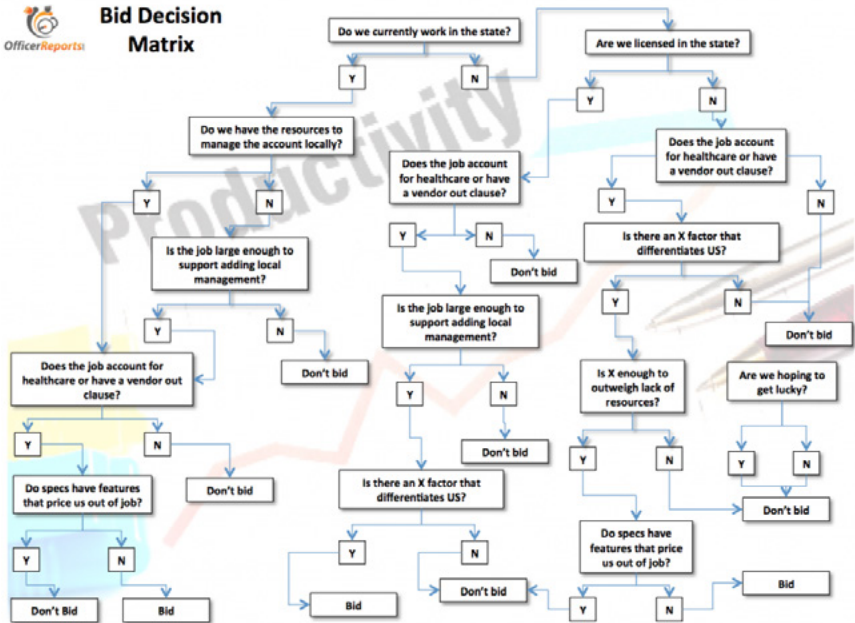
What are good security guard customers?

Every company feels the pressure to chase customers despite having the nagging suspicion that they're not going to win the bid. If you're working with a "We might get lucky" mindset, you're wasting your time. Instead, if you pursue security guard customers that fit your target profile, your win rate will increase dramatically.

It's crucial to have a process in place to determine which customers and bids to pursue. One of the ways to identify good customers and/or bids is to use a Bid Decision Matrix...and stick to it. When developing your Bid Decision Matrix, you might want to consider including the following factors:

- 1. Do you currently work in that area?**
- 2. Do you currently have the resources to manage the project?**
- 3. Does the customer already know you?**
- 4. Have you submitted a bid before?**
- 5. Do you have an X Factor that differentiates you from the competition?**
- 6. Are their specs within the job that will price you out of it?**
- 7. Are you hoping to get lucky?**

Below you'll find an example of a Bid Decision Matrix that I used in 2012. Keep in mind that every company will have one that's different from the next as it depends on their particular resources and situation. Any Bid Decision Matrix should be a living document that changes with the circumstances of the company.



Being able to identify which security guard customers to pursue is one of the primary factors in determining whether or not your security company will be successful. Doing business with the wrong customers will leave you with decreased client retention rates, stretched resources, and thin margins.

CHAPTER
SELLING



SELLING SECURITY

GUARD SERVICES

REQUIRES GOOD

LISTENING SKILLS

Selling Security Guard Services Requires Good Listening Skills

Over the past few decades, there have been hundreds of books and articles written about “Consultative Selling.” While it’s a sales technique that requires sales professionals to know their products and services in great detail, it demands that they know their customers even better. It’s my preferred technique for selling security guard services as it relies heavily on salespeople seeing themselves more as problem solvers. In fact, with Consultative Selling, the service or product that you’re selling is incidental to the services that you provide.

The consultative sales process is based on six principles:

- 1. Research**
- 2. Ask**
- 3. Listen**
- 4. Teach**
- 5. Qualify**
- 6. Close**

For this post, let’s focus on principle number three. In my experience, if salespeople who are selling security guard services train themselves to listen better, they can overcome many of the obstacles to closing a sale. For more information on the other principles, you can refer to the article [The Consultative Sales Process](#).

Many buyers have come to expect that anyone selling security guard services will do nothing but go on-and-on about the benefits of their services and why they should buy from their company.

Unfortunately, some salespeople don't disappoint. However, in today's market, buyers are often as informed about the products and services that they need as the salespeople themselves. Rather than selling to a buyer, a salesperson's real job is to help that person find solutions to some need that has gone unfulfilled. The key to doing this is by listening to the buyer and asking questions to gain a deeper understanding of their real challenges.

Tip: If you're selling security guard services and leave a meeting without being able to articulate at least three challenges that your prospect is facing, chances are you didn't listen well enough.

The "ACID TEST" for Selling Security Guard Services

To help improve your listening ability, try using the "ACID TEST," which is an acronym that represents the process for active listening. Active listening is a communication technique that's often used in counseling or conflict resolution, but it's also highly beneficial to use in business. The acronym stands for:

- **Analyze**
- **Concentrate**
- **Interpret**
- **Deliberate**
- **Theorize**
- **Exercise**
- **Study**
- **Tune In**

Analyze – As the client is speaking, analyze what they're saying. Are they providing you with facts, opinions, or assumptions?

Concentrate – To help concentrate on what the prospect is saying, pay attention to their voice and their intonations. Also, make sure that you're making eye contact and paying attention to their gestures and body language.

Interpret – In many cases, people don't always say what they mean. I've learned that the challenge that someone is discussing might not actually be the problem that needs to be addressed. Make sure that you understand their "true" challenges by asking probing questions.

Deliberate – Create a mental checklist of all the key points that your prospect touches on, especially if they repeatedly mention certain topics. Make sure that during the course of your meeting, you repeat back to them their key phrases to prove that you've been listening.

Theorize – As your conversation continues, you should develop theories about what your prospect has or has not said. For example, if the prospect never mentions any issues with their current provider, does that mean that they're satisfied and are just talking with you as part of a buying process?

Exercise – Listening is both a mental and physical exercise. While listening, consciously use your body to mirror the movement and gestures of the prospect. According to Neuro-Linguistic Programming experts, by doing this, you'll be able to build trust with the other person.

Study – While deliberation requires a slight mental withdrawal from your prospect, studying requires that you actively and intensely think about what he or she has said.

Tune-In – This implies that you’re empathizing with your prospect. Putting yourself into your client’s shoes to see the world as they see it helps to convey that they’re more than just a sale that has to be made.

By using the aforementioned listening techniques while selling security guard services, you can position yourself as more than just a salesperson who is attempting to gain business. Your prospects will begin to see you as a trusted resource who is interested in helping solve their challenges. More importantly, the knowledge that you gain from the meeting will help you develop a proposal that speaks to your prospect’s needs in addition to helping you get closer to landing the sale.

ASKING THE RIGHT QUESTIONS



HELPS SELL
SECURITY SERVICES

Asking The Right Questions Helps Sell Security Services

In the previous article about the importance of listening to your clients when trying to sell security services, we outlined the six principles of the Consultative Sales Process:

- 1. Research**
- 2. Ask**
- 3. Listen**
- 4. Teach**
- 5. Qualify**
- 6. Close**

For this article, I thought we would focus on one of those principles – Ask – to see how to use it to better sell security guard services.

It's been my experience that buyers often believe that salespeople are more interested in making a sale than helping solve their problems. In order to be successful in selling your company's services, you must get your buyer to see you as more than just a salesperson. So how exactly do you do that? The only way to do that is to actually be someone who wants to help them solve a problem.

However, in order to truly help the buyer you have to understand their business and the obstacles they face. The research that you do prior to your meeting will provide some general knowledge about their business, but in order to really be of service, you're going to have to dig a little deeper and ask the buyer some very thought-provoking questions. It's an exercise that's going to be crucial for opening a dialogue and gaining the insights that you need to help them.

Types of Questions

Your capacity to sell security services will depend on your ability to master asking three types of questions: Fact finding, Open-ended, and Closed-ended. Once you do that, you can establish yourself as a consultant who is looking to help them, rather than a salesperson just looking to sell them something.

Starting With Fact Finding Questions

Fact finding questions are very general and are meant to provide a verification of information that you may already have. Some examples are:

1. What time are the officers expected to arrive on post?
2. Who manages the security contract?
3. How many employees do you have at the facility?
4. What type of incidents typically occur?

Selling with Open-Ended Questions

Open-ended questions are the real foundation of consultative selling. They provide you with the information that you'll need to develop a proposal that includes the answer to the buyer's problem. These questions usually begin by asking who, what, when, where, why, and how. After asking a fact finding question, probe for a deeper understanding of the buyer's business by following up with an open-ended question. For example, the fact finding question might be, "How many security guard providers have you had over the past 5 years?" Depending on the response, your open-ended question might be, "What has contributed to such high/low turnover?"

Beware Of Closed-Ended Questions

Closed-ended questions can be counterproductive when trying to establish a dialogue with a buyer as they're usually answered with a simple "Yes" or "No." Keep in mind that closed-ended questions should probably not be asked unless you already know the answer. They typically begin with words such as "Do," "Are," or "Is." Examples of closed ended questions are:

Do you currently use security guards at your property?
Are you satisfied with your current security provider?

Now imagine getting a "Yes" answer to the last question. It would essentially close any real opportunity to have further discussions about your services. Again, be careful about the close-ended questions that you ask.

To effectively sell security services, sales professionals need to move away from the transactional approach of selling to a more consultative approach. The transactional approach is based on telling buyers about your service's features, benefits, and pricing. It's very seller focused and ignores the needs of the buyer.

Conversely, practicing consultative selling combines your company's interest with the buyer's interest. In the end, the goal of asking questions is to get your buyer to explain to you how your company can help them solve a problem. If you sell security services and walk away from a meeting without knowing at least three problems that your buyer faces, you didn't ask enough questions.

THE WORST SALES EXPERIENCE



THAT I HAVE
EVER HAD

The Worst Sales Experience That I Have Ever Had

Back in late 2014, I sent an online request to a company for information on a service that I was interested in purchasing. Little did I know that my request would lead to the worst sales experience that I've ever had. I've been involved with sales and marketing for more than two decades, and during that time, I've never seen a sale go as badly as this one did.

My first phone call with their company salesperson – let's call her "Regina" – went fairly well. Regina did a great job of telling me about the company and explaining the benefits of using their services. The phone call ended with me asking her to follow-up with me in a week to further discuss purchasing their service. It was all downhill from there...

Unfortunately, I was unavailable to talk with Regina the day she called. As I would have expected, Regina left a voicemail, but then proceeded to call back 14 more times that day. The next few weeks were pretty much the same thing, numerous calls back-to-back on both my office phone and cell phone. I can now say that there is nothing more annoying than being on the phone with a customer and having a salesperson REPEATEDLY call you.

Don't make the same mistakes Regina did. When you're a salesperson, there are several lessons to keep in mind that can help you be successful at your job.

Lesson #1

Keep in mind that prospective customers have dozens of tasks that they need to accomplish daily. If they don't get back to you immediately, just leave a message and call back in a week. Now that you've connected with them, your job is to occasionally remind them who you are until they're ready to talk.

When we eventually reconnected, Regina was completely unprepared for our call. It started off with her explaining to me how our competitors were using her company's services. That would have been a great way to explain the value of their business, but the companies that she named weren't our competitors. Not only did these companies not provide security guard management software, they weren't even in the security industry.

Lesson #2

Research your buyer's industry and competitors. Understanding both will give you insight into what challenges the buyer may be facing.

After I told Regina that she hadn't actually named any of our competitors, she said that in her database, it looked like those companies were, indeed, our competition. When I asked her if she had a chance to look over our website to see what we did, she said that she hadn't...

Lesson #3

Research your buyers to understand what it is that they actually do. With the availability of company websites and social media, you can develop a great picture of who your buyer is and what their needs might be.

Further along in the conversation, Regina asked me if the price of the service was the reason that I wasn't ready to buy. I explained that price wasn't the issue, but the problem was that the services didn't align with my current priorities. Rather than ask what those priorities were, she explained how they could spread the payments out over several months.

Lesson #4

If your prospect mentions goals, objectives, or priorities, take the opportunity to ask them what they are. Having conversations about how your services help the buyer accomplish their goals will always be more fruitful than talking about discounts, features, and/or capabilities.

After I failed to commit to buying the services based on the offer to extend payments, Regina rudely asked, "If you didn't want to buy our services, why did you even say that you wanted to be contacted?"

Lesson #5

No matter how bad a meeting or phone call goes, NEVER lose your composure.

Once Regina posed that question, I knew that it was time to get off the phone. I politely ended the conversation and let her know that when I was interested, I would give her a call.

Sales is a full contact sport that requires effort, preparation, and commitment. When you lose a sale, (as Regina did), it's easy to blame the buyer (which she probably did). However, if you're honest with yourself, you can identify and learn from the mistakes that you made to better develop your sales skills. Hopefully Regina learned something from our interaction.

DEALING WITH REJECTION



WHEN SELLING SECURITY SERVICES

Dealing With Rejection When Selling Security Services

If you are not using a lead generation company, one of the toughest things about selling security services is constantly hearing “I’m not interested,” getting hung up on, or a variety of other rejections that occur on an hourly basis. It can happen so often that some take it to heart and think that they’re never going to be successful.

Let me fill you in on a little secret. When I first started selling security services, I thought I was doing something wrong every time I got rejected. Imagine my surprise when I learned that EVERY salesperson hears “No” more than “Yes.” That one revelation helped ease my feelings of frustration and anxiety. I also realized that if my competition felt the same way, that I could possibly build a competitive advantage by developing a system to help deal with rejection. As a result, I developed my 9-point approach to dealing with rejection. My approach is divided into two sections: Mindset and Tactics. Check it out below.

Your Mindset Before Selling Security

- 1. Realize that everyone gets rejected.** Rejection is happening all around you, all the time, so you’re not alone. Even that great salesperson that you look up to has dealt with plenty of rejection in the past, maybe even in the last hour. In all honesty, sales professionals tend to have great stories about their wins, but seldom talk about their mistakes, dropped balls, and miscues.

2. **Don't try to avoid rejection.** The discomfort you feel when you're rejected is created by your ego and innate desire to be accepted. Trying to avoid rejection will only limit your ability to be successful.
3. **Don't take it personally.** Of all the points, this is the most important. A lot of the rejection that you hear is simply because of bad timing. For example, if you ask a coworker to go out to lunch with you but they've already eaten, they're probably going to decline your invitation. It has nothing to do with who you are, it was just bad timing, so never take rejection personally or second-guess your abilities.
4. **Be kind to yourself.** Although receiving any kind of rejection can be disappointing and frustrating, don't beat yourself up. Focus on the positives. Maintain confidence in who you are and what you have to offer to potential clients.

Tactics After You Start Selling Security Services

5. **A "No" is one step closer to a "Yes."** As a sales professional, you must learn to fall in love with the word "No" because it means that you're one step closer to a deal. This is certainly the hardest part of becoming successful at selling security services. However, part of getting to love hearing "No" is knowing your numbers.
6. **Know the numbers.** After you've been calling for a while, you'll begin to understand that you're required to make a certain number of calls to get someone to say yes. When I was selling security guard services, I knew that I had to make 35 –40 calls to get someone to take an appointment. From there, it would require 10 – 15 appointments to close a sale.

So if you aren't hearing "No" enough, you won't be closing any sales.

- 7. Listen to rejection carefully.** When you're rejected, which we've established is inevitable, the reason behind the rejection is important. When someone says "No." or "I'm not Interested," are they saying "No, not now." or "No, never." If you can't tell, all you have to do is ask. This is key in learning the difference between initial resistance and actual rejections.
- 8. Differentiate between rejection and resistance.** If you don't know the difference between the two, here's an example for you. When you go into a store and a sales rep asks, "Can I help you?," you might respond by saying, "No, I'm just looking." That type of response is just an initial reaction or resistance. When you're selling security services, the "No" and "Not interested" works the same way. Resistance is not rejection, so don't take the first "No" as an actual no. Acknowledge it, then find out if it is a "No, not now." or a "No, never."
- 9. Try again.** Many of the most successful sales professionals, business professionals, and entrepreneurs have had their fair share of rejection. However, instead of giving up, they pushed on to achieve their dreams and goals. With that said, when you get hung up on or told "No," just move on to the next call. What is the worst thing that could happen?

Selling security services and learning to accept rejection takes practice. Very few people are born good at it, most of us have to go out and work at it. Think of it like a sport; the more you practice, the better you get. So go out and get some exercise for your sales muscles!

**HOW TO
HIRE
SUCCESSFUL
SALES
PROFESSIONALS**



How To Hire Successful Sales Professionals

If you're a small or medium-sized security guard company, chances are you're either considering hiring sales professionals or you've already done so. If you have any personal experience with sales, you already know how hard it is. Combine that with the difficulty of finding great sales professionals in the security guard industry and you'll eventually find yourself wondering how your business is going to survive. Before you throw your hands up in disgust, let me give you four tips on how to find the right sales pro.

1. Adjust Your Hiring Process

When you're looking to hire great sales people, you have to look in the right places. Typically, they're not trolling the help wanted ads of your local newspaper. When you find them, you need to be prepared to give them a reason why they should entertain an opportunity with your company.

After you've found some good candidates, put thought into how you're going to conduct your interviews. Keep in mind that great salespeople are cold-blooded calm and good at thinking on their feet, so don't use your usual list of interview questions. Come up with scenarios that make them demonstrate how nimble they are when faced with tough questions.

2. Find the Right Personality Type

Sales professionals in the security guard industry must be true hunters. There are very few companies who can rely on inbound

leads to stay in business. The following are character traits that the right sales professional will have:

- **They make good decisions.** Sales professionals must be able to assess an opportunity and quickly make the decision to pursue it or move on.
- **They're outgoing.** Great salespeople have the ability to exude warmth and quickly build rapport with potential customers. However, the greatest asset they can have is to know when to stop talking and start listening.
- **They're excellent at creative problem solving.** We all think that our companies have the best services, but a great salesperson needs to be adept at thinking outside of the box and explaining how those services solve the prospect's problems.

3. Get the Compensation Right

Many companies struggle to find the right compensation package for sales professionals in the security guard industry. Typically, compensation comes in the form of base pay plus commission. Base pay is usually between \$45k and \$80k a year, while commission can vary from .5% to 3%. To get a better understanding of total compensation in your area, enlist in the services of a security executive recruiting firm.

One strategy that many companies talk about using is commission only sales professionals, but I have yet to hear of any company implementing this strategy successfully. Hiring commission only sales professionals in the security guard industry is usually a bad idea based on two factors. The first is that, because of the long sales cycle, not many people can afford to wait around for that first

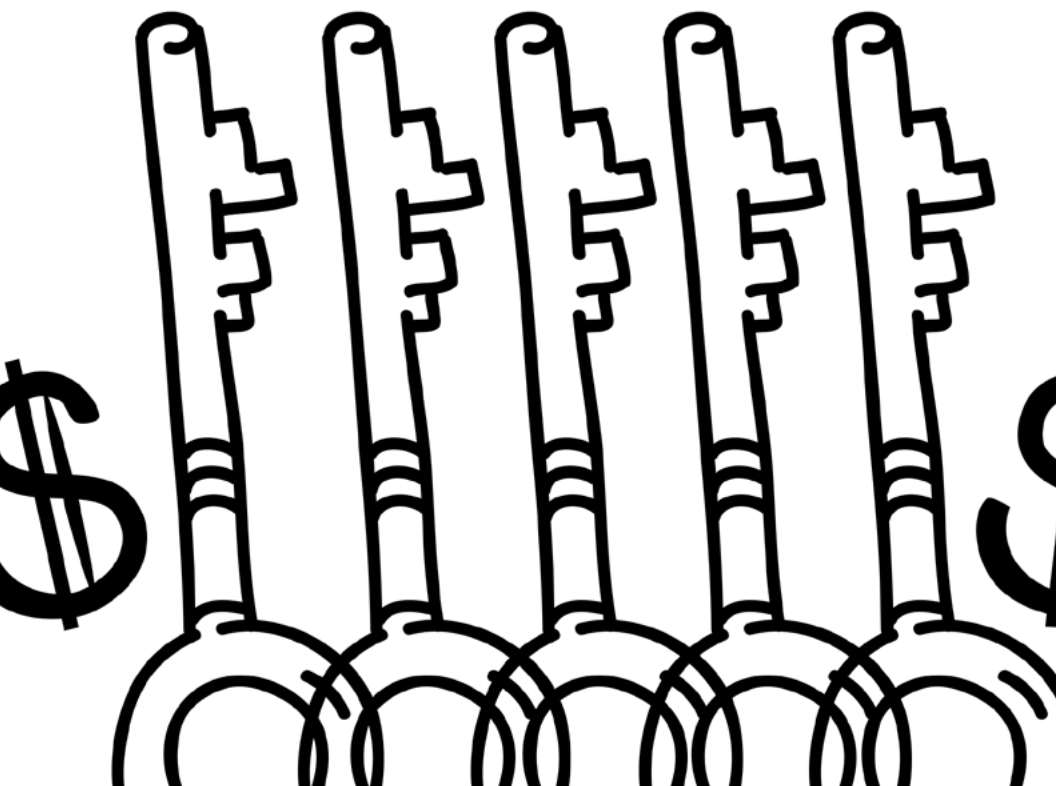
commission check, and this means that they don't stick around for very long. Secondly, because it will take a long time to get paid, most of the people who apply for the position probably don't really need the money. Many times, these candidates are just looking for a way to augment their primary income. They want to make money without necessarily having to work too hard for it. Those aren't the people you want on your team.

4. Manage Your Expectations

Once you've found and retained that perfect salesperson, make sure that you're ready to give them some time to close that first sale. Unless they get lucky, you're probably looking at 6 – 9 months before you begin to see any results.

Although there are many excellent candidates for operational positions, it's difficult to find great sales professionals in the security guard industry. Despite that, finding the right person is the fastest path to growing your revenue. Taking your time, finding the right candidate, and giving them the support and tools they need will work wonders for your sales.

7 KEYS TO BUILDING A SALES TEAM



7 Keys To Building A Sales Team

I once had a manager tell me that very few small security guard vendors are successful at creating effective sales teams for their organizations. It's a fact that many of the successful small – medium sized security guard vendors that I've known grew their businesses through the direct efforts of their ownership team.

Many companies begin to encounter problems continuing to grow when they reach a point where the owner can no longer simultaneously manage both the sales and operations functions. When that point arrives, many owners will hire a business development manager or sales executive to come in and continue that growth. Unfortunately, many business owners don't understand the dynamics involved in building a true sales team. Don't fall into that trap of believing that because you were able to hit the street and "Just make it happen" that everyone can do the same thing. The truth is, as you may have learned by now, it just doesn't work that way.

The following are seven steps for you to follow to help ensure the success of your sales team.

- **Hire the right people.** Keep in mind that unless the salesperson has come from a small business like yours, working at your company could be a bit of a culture shock. Make sure that you let them know that the sales effort will be more collaborative and possibly less structured than what they're used to.

- **Give them the right tools.** Make sure that you have the necessary tools that they'll need to win business:
 1. Technology in the form of cell phones, laptops, a Customer Relationship Management (CRM) system, etc.
 2. Collateral such as business cards, presentations, and brochures
 3. Leads or a way to generate them
- **Give them proper training time.** It might be tempting to hire salespeople and let them loose as quickly as possible. However, unless they understand your customers, how you want them to sell your services, and how you want them to document their activity, you'll be setting them up for failure if you don't give them enough training time.
- **Define the process.** Have a predetermined map of what a sell looks like from beginning-to-end and what is required of the salesperson at each stage. Make sure to convey that clearly.
- **Give them the metrics.** Your sales team needs to understand how they're being measured. Make sure you explicitly explain how you'll be evaluating their efforts. Are they expected to make a certain number of calls per week, schedule a certain number of appointments, etc.?
- **Give them time.** Remember how long it took you to get your pipeline filled and make sure that you don't have unrealistic expectations. Although there may be some short-term success, the work that your salesperson does now will really start to pay off in 6 months to a year.

- **Coach, Coach, Coach.** Don't be afraid to get your hands dirty. Go out on sales calls with your salespeople so they gain a clear understanding of what it takes to be successful selling to your customers.

Starting a sales team can be both a rewarding and frustrating experience. Take the steps above and tweak, massage, and reshape them to best fit your needs and help move your organization toward success.

**DIFFERENTIATING
YOUR
SECURITY
COMPANY
FROM
LOW-COST
COMPETITORS**

Differentiating Your Security Company From Low-Cost Competitors

If your security guard company has been around for more than 30 days, you probably already know how competitive the industry is. In fact, most of the security guard companies that I talk with typically have one thing in common: they're being undercut by low-cost competitors.

I considered writing about ways to differentiate your security guard company from the “bottom feeders,” but I recently read an article that outlined some great strategies. With that said, I thought I would share just some of the highlights from that article instead. Although the original article titled “9 Ways to Stand Out Among Lower Cost Competitors (Without Lowering Prices)” is applicable to any industry, the following three strategies are especially true for security guard companies.

1. Provide Value and Customer Service

Both you and I know that when your competition is undercutting you by 20% – 30%, the service they provide is going to be seriously lacking in some areas. Most of the time, the quality of their officers, customer service, and quality assurance will be what suffers most. Rather than attempting to lower your billing rate, contrast your ability and the low-cost provider's ability to prevent problems and solve any that may arise.

2. Stress Your Core Differentiator

It's been my experience that companies often fail to TRULY differentiate themselves from their low-cost competitors. If you follow our blog, you've probably saw me say on several occasions, "If your differentiator is that you train your officers better or only hire the best candidates, your words are falling on deaf ears." That's because your low-cost competition is telling your customers the EXACT same thing. As a result, you have to develop differentiators in the form of products and services that your low-cost competitors can't or don't offer. Examples of these types of differentiators might include the use of security guard company software such as that offered on OfficerReports.com, or providing industry specific training like hole watch/fire watch for your officers.

3. Stay Firm on Price and Offer More than Low-Cost Competitors

When a current or potential customer says that your billing rate is too high, it's not actually the price they're objecting to, it's the value that they don't like. In these situations, lowering your billing rate is probably the wrong thing to do. Instead, stay firm and focus on the additional value that you're providing. I touched on some of these value-adds in my blog post titled "What Is Value Added For Security Guard Company Clients?" Additionally, if you're offering value adds, be sure that you're clearly articulating your value proposition in a way that resonates with your current and potential customers.

The aforementioned are just three strategies that I thought were most relevant to OfficerReports.com's customers and other security guard companies. The other strategies that were mentioned in the article include:

- Be Explicit
- Raise Your Prices
- Don't Play the Game
- Only Engage if You Must
- Separate Yourself as the Premium Offer
- Uphold the Value of Your Brand

The original article is certainly worth a read.

**WHAT
IS YOUR
SECURITY
COMPANY'S
CUSTOMER
MIX?**

What Is Your Security Company's Customer Mix?

One of the biggest mistakes that a company can make, especially small and medium-sized security guard companies, is to rely too heavily on just one or two big customers. I remember winning my first big security guard contract. It was a huge rush and it gave me a true sense of accomplishment! However, for small and medium-sized security guard companies who don't follow-up that one big win with a few more big ones (or a lot of little ones), they're in danger of creating a very poor customer mix, which can lead to three big potential problems.

First, what happens if that big customer decides to cancel their contract or they go out of business? For your security guard company, it would probably mean drastically cutting expenses and laying off staff. I once worked for a company that lost a customer that represented 30% of their revenue. Needless to say mass layoffs followed soon after. Unfortunately, many companies never rebound from the loss of that big customer.

Second, winning a large contract often leads to that client becoming the focus of a small to medium-sized security guard company's efforts. They may even find themselves pulling resources from other areas of the business to try to keep that one customer happy. Often times, moving those resources will impede that company's ability to source other contracts or perhaps even service current customers, both of which aren't going to allow for developing a healthy customer mix.

Third, if you're looking to sell your security guard company, which many people are nowadays, having a bad customer mix can be a deal killer. That's because buyers recognize that when there is a poor customer mix, large customers can effectively dictate that company's price and margins.

Despite these facts, many security guard companies don't actively try to prevent this type of concentration of their customers. I typically find that most business owners understand the seriousness of the situation, but they're less concerned about this type of liability when things are going well. However, what happens when they lose that major customer? In most cases, panic sets in and they begin making poor business decisions.

A better way to approach your customer mix is to acknowledge that the biggest customer you have may cancel their contract one day, and if they do, you want to be ready.

What To Do With A Poor Customer Mix

Having a poor customer mix is not an easy problem to solve in the security guard industry. Long sales cycles and stiff competition ensure that acquiring new customers is always a challenge. As you examine your customer mix, keep in mind that most experts define a "poor customer mix" as having one customer that represents more than 20% of your gross revenue. If that sounds like your company, here are a few tips for you.

- 1. Build relationships.** You need more than one champion for your business in your client's company. I recently spoke to a security guard firm whose contract was going out to bid because their biggest advocate and only point of contact left their job.

2. Think profitability and not revenue. It's a tempting trap, especially for smaller security guard companies, to marvel at that big number. In the long run, however, you're better served by devoting your resources to finding more profitable customer contracts.

3. Find more customers!

For small and medium-sized companies, landing a big customer is a perfect time to try and win a few more to help optimize your customer mix. The momentum that you gain from that win can often help you get your second and third and so on.

CHAPTER
MARKETING



**MARKETING,
IS IT AN ART
OR A SCIENCE?**



Marketing, Is It An Art Or A Science?

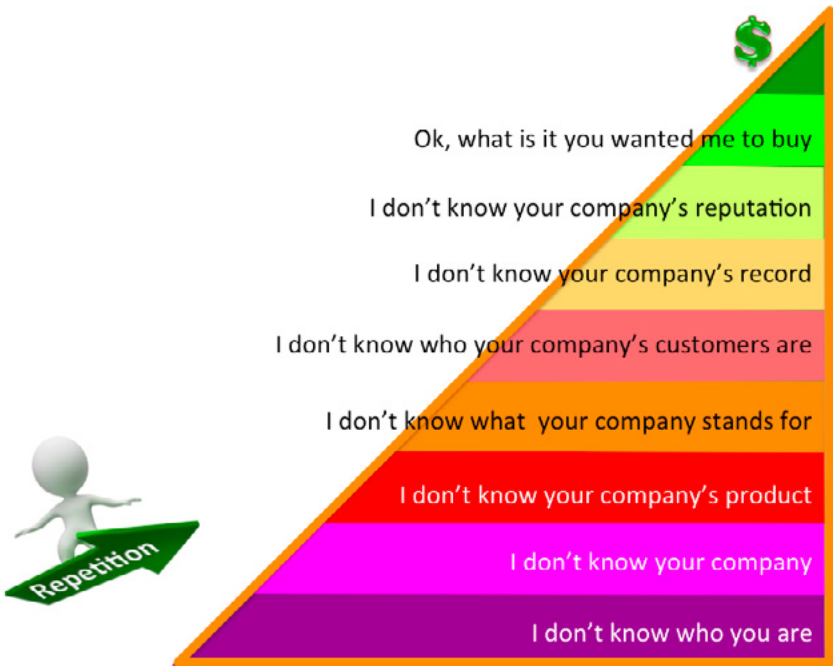
Contrary to what many business owners and managers think, customers don't beat down your door because you've invented a better mouse trap. It's up to you, as the creator of this new mouse trap, to get the world to first notice, trust, and like you before they'll buy your product or service.

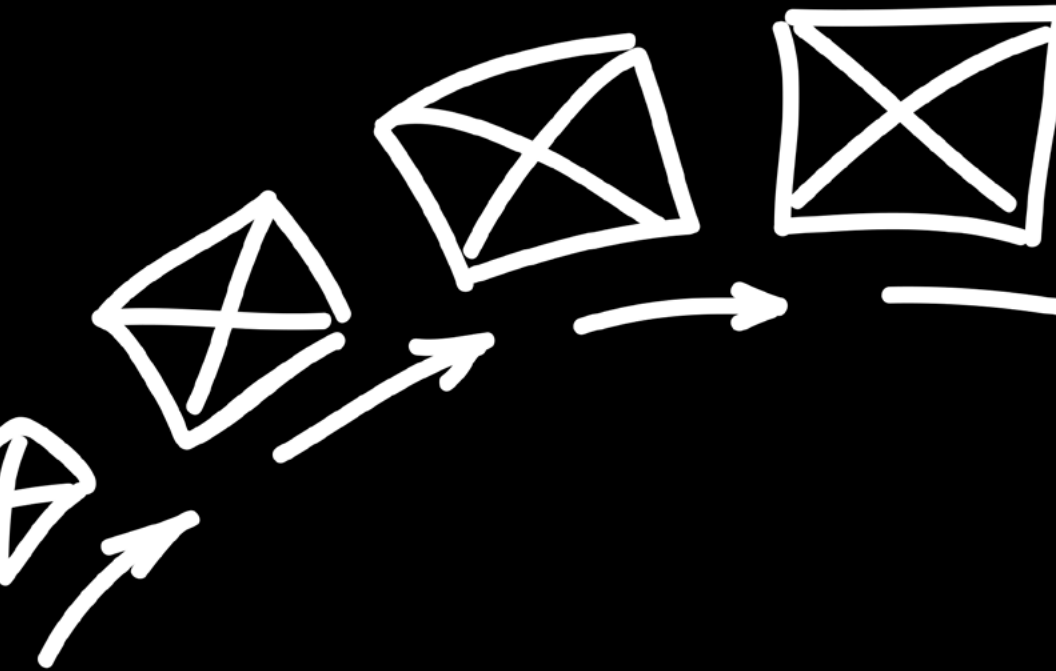
Most companies accomplish this through effective (and most of the time, not so effective) marketing of their products and services. Surprisingly, one of the unspoken secrets of the business world is that many aren't very happy with the results of the marketing activities that they engage in. I've seen many security guard companies who felt that mailing out a brochure or sending out an email blast would be enough to drive hundreds of customers to their doors. The truth is that there is no single silver bullet solution; marketing is more of an art than a science.

Marketing can be the most frustrating yet rewarding undertaking for any manager. You can have GREAT results one week, followed by disastrous results from the same campaign the following week. When your marketing doesn't work, it could be the result of a myriad of things. For example, is the offer attractive enough? Is it eye catching? Is it believable? Do your customers even respond to offers? When is the last time you had a prospect call you to take you up on that "Free Security Evaluation"?

Aside from those considerations, when building a marketing campaign to sell security guard service, there are two rules that you should always keep in mind:

1. Never spend a ton of money on a marketing campaign that hasn't been tested. Until you've found a really successful marketing vehicle, spend a little money on several different techniques until you test out which works best for you and your business.
2. Repetition is essential in any marketing campaign. Studies show that a person must see your product NINE times before they're truly interested enough to actually consider buying it. It's through repetition that you establish your credibility and brand familiarity and become the first thought when a need for your product or service arises.





**GROW YOUR
SECURITY GUARD
COMPANY ONE
EMAIL AT A TIME**

Grow Your Security Guard Company One Email At A Time

In the article “A Security Agency Lead Generation Program How-To”, we talked about using a lead generation company to source new leads for your security guard company. As part of that post, I suggested that the agency should have four objectives when contacting your list of potential customers:

- 1. Confirm that security guards are used on the property.**
- 2. Confirm contact information.**
- 3. Confirm the dates that the contract ends.**
- 4. Determine who the current vendor is.**

You may ask “After I have that information, what then?” For starters, how about developing an email marketing campaign for all those valuable email addresses. Although many companies are familiar with and use direct mail, studies have shown that email marketing campaigns are less costly and provide comparable results.

Benefits of Email Marketing for a Security Guard Company

When considering whether or not you should undertake email marketing, there are several benefits that you should recognize.

- **Email marketing allows you to maximize your marketing ROI.** It can be up to 20x more cost effective than some of the other traditional media sources.

- **It helps increase prospect awareness.** For just a few pennies, your email can drive traffic to your website and increase brand awareness.
- **It improves tracking and feedback.** When using email marketing services, such as ConstantContact or Mailchimp, your emails can be tracked so that you can see who clicked which links within your email. That click information can help you determine what the reader is interested in.

As a security guard company, your sales and marketing department is probably tasked with dozens of projects and adding email marketing might seem like a stretch. Fortunately, companies like ConstantContact and MailChimp provide an email feature known as an “Autoresponder” that makes email marketing much easier.

Create, Add Email Addresses, Move On

An autoresponder automatically sends out emails that you design, to a specific set of email addresses, at the times that you decide. For example, let's say you have 40 different prospects that you would like to send a series of 12 emails to about your company. The autoresponder will send those emails according to the order and times that you specified... without you having to do much work. With autoresponders, you just create the emails, add the prospect's email addresses, then move on and let the autoresponder do the work.

Autoresponders are a GREAT tool for the sales or marketing department at any security guard company. I've been using them for years and they are well worth the money.

**HOW TO MARKET
YOUR SECURITY
GUARD COMPANY
IN 2015 AND
BEYOND**



How To Market Your Security Guard Company In 2015 And Beyond

What's your biggest challenge as a security guard company? You would be wrong if you said anything other than, "Not enough people know about me." Marketing your services to potential customers is the lifeblood of your security guard company. You could provide the most responsive service and the best-trained officers in the industry, but if potential customers don't know about you, then you're destined to fail. So how exactly do you go about marketing your security guard company?

It's vital that you recognize that buyers are more informed and empowered than ever. In the past, marketing your security guard company may have consisted of direct mail, telemarketing, and maybe some print advertising. When a buyer wanted to know more about your services, they would call a representative from your company to ask questions. Now, however, prospective customers just go to your website or your company's LinkedIn, Twitter, or Facebook page to learn more. Due to the ease of finding information about your security firm, buyers are much less influenced by traditional marketing methods.

Research shows that 93% of all buying decisions start with an online search. This means that if you're still going the direct mail route to market your security guard company, now is the time to stop. To have the prospects come to you, it's vital that you establish an online presence much sooner than later.

To stress the importance of being found online, here are a few statistics regarding a website's click-through traffic based on its position in search results.

- The first position in the search results gets 42.25% of all click-through traffic.
- The second position gets 11.94%, the third gets 8.47%, and the fourth gets 6.05%.
- Results one through ten on page one receive 89.71% of all click-through traffic.
- Results 11 – 20 receive 4.37%.
- The third page receives a total of 2.42 % while the fifth page receives only 1.07%
- Results on pages six and up receive less than 1% of total search traffic clicks.

Does Google Charge To Market Your Security Guard Company?

When a person does an online search, they're presented with several types of results, the two most important being Paid Results and Organic Results. Paid results are basically paid advertising. They're found at the very top or on the side of your search page and will be marked as an "Ad." Companies pay search engines like Google to have their websites or webpages displayed in these positions.

On the other hand, Organic Results are the listings of the websites and webpages that search engines believe most closely match the user's search query based on relevance. The results that search engines shows as part of their organic results are free and CAN'T

be purchased. This means that being showcased at the top of the organic results provides a much greater benefit to both the searcher and the listed website.

security guard company chicago

Web Maps News Shopping Images More ▾ Search tools

About 3,690,000 results (0.40 seconds)

Security Guard Company - Pro-Vigil.com ⓘ

Ad www.pro-vigil.com/Remote-Guards ▾ (866) 616-1318
Save money on hiring a **security guard** with our remote **services!**

Security Guard Company - Security Guards In Chicago

Ad www.titansecurityservicesinc.com/ ▾ (312) 445-9848
Contact Us Today.

Security Guards - Fully Trained K-9 Security Dogs

Ad www.attackk9.com/ ▾
Protect Your **Business**-Call Today!

Security Guard Companies Chicago - Yellowpages.com

www.yellowpages.com ▾ [Chicago, IL](#) ▾ [Yellowpages.com](#) ▾
Results 1 - 30 of 605 - Find 605 listings related to **Security Guard Companies** in **Chicago** on YP.com. See reviews, photos, directions, phone numbers and more for ...

Metro Security Force - Chicago; Illinois Suburbs Security ...

www.metrosecurityforce.com/ ▾
Metro Security Force is a **Chicago, Illinois** full service **security guard company**. We provide **security guard services** and **security guards** (armed and unarmed) for ...

Security Officer Jobs, Employment in Chicago, IL | Indeed.com

www.indeed.com/q-Security-Officer-l-Chicago,-IL-jobs.html ▾ [Indeed.com](#) ▾
Jobs 1 - 10 of 589 - 589 **Security Officer** Jobs available in **Chicago, IL** on Indeed.com. one search. all jobs. ... job title, keywords or **company**, city, state, or zip ...

Paid

Organic

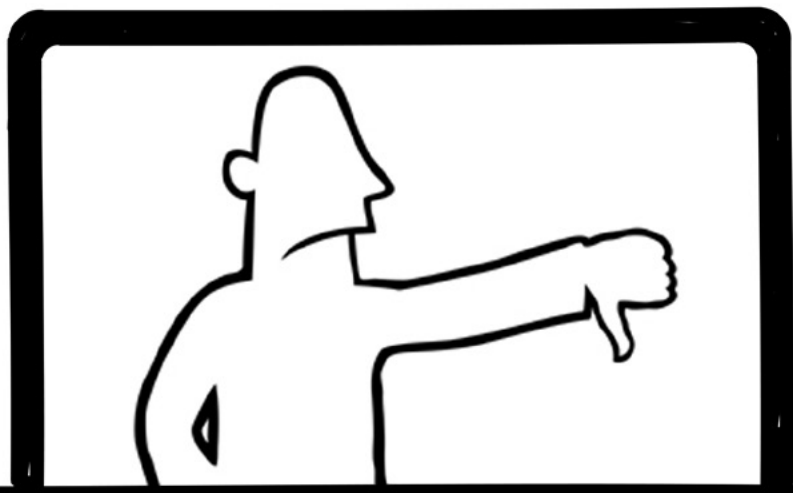
Although getting onto the first page of organic search results doesn't cost money, it will take time to learn the strategy behind getting ranked. This strategy is called Search Engine Optimization (SEO), which is simply the practice of improving and promoting your website in order to increase the number of visitors your site receives from search engines.

Do You Really Need SEO to Market Your Security Guard Company?

The answer is a resounding “YES!” Search engines can help market your company by driving buyers to your website when they're looking for security guard services. Although social media and other types of traffic can drive buyers to your website, search engines are the primary method of finding information for most internet users. Consider SEO marketing that works for you even when you're sleeping.

Although SEO can be complex and take time to learn, most people can easily comprehend the basics. They range from what you name your page to the way that other websites link to your website. I've found that even applying a few simple changes here and there can sometimes make a big difference in your search engine ranking.

**DOES YOUR
SECURITY GUARD
COMPANY WEB
SITE SUCK?**



Does Your Security Guard Company Website Suck?

I recently had the need to start a new website. I've already done this several times in the past, and the process usually involves finding a web designer and going back and forth for weeks until the site is complete. Based on my experiences and a short timeline, the traditional route wasn't going to work, so I decided to tackle it myself. Although it started out seeming like a monumental endeavor, it turned out to be a great learning experience, so much so that I wanted to share it for anyone who is looking to start or upgrade their security guard company website.

The project began with me evaluating two options: Wix.com and WordPress.org. The former is a drag and drop website builder that allows you to build a website quickly and easily. However, after doing a little research, there were two things about Wix.com that made it a less-than-optimal choice.

First, there's not an ability to change your website theme. A website theme allows you to easily change the way your site is displayed, all without modifying the underlying code. Changing your theme is similar to changing the background display of your cell phone or computer; the background changes but nothing else does.

Second, Wix.com scored poorly in search engine optimization (SEO). The ability to optimize your website allows search engines to determine what your website is about. Poor SEO can mean the difference in coming up as the first choice on a Google search for "Security Guard Services" and coming up on the 53rd page of that

search. The closer you **are** to the top of the search results, the more opportunity you have to attract new customers.

Because of those two factors, I decided to use WordPress. It's one of the most popular website platforms with more than 70 million websites using it. I was also fairly familiar with WordPress as it's the platform that OfficerReports.com uses for our blog.

WordPress.org vs. WordPress.com

If you research WordPress, you'll find two versions of this popular software: WordPress.org and WordPress.com. The difference in the two comes down to flexibility. Wordpress.com is easier to use, but it's also more restrictive and automatically comes with a WordPress.com domain (for example officerreports.wordpress.com instead of www.officerreports.com).

WordPress.org, on the other hand, is a little more complex to set up, but the flexibility that you get is worth going through the setup process. With WordPress.org, you download the WordPress software onto your server (aka your hosting company's server), which provides advanced features and options. Using WordPress in this way is referred to as a self-hosted version of the software.

Finding A Host For Your Security Guard Company Website

If you decide to use WordPress.org, the first thing that you have to do is find a company to host your site. You may already have a hosting company, but if not, there are hundreds, if not thousands, of choices to go with. Before you decide on any particular hosting company, make sure that they meet the minimum requirements. I've used several hosting companies over the years including myhosting.com, Bluedomino.com, and GoDaddy.com.

Sidenote: Although I'm sure that GoDaddy works well for some people, I've always found it to be too complicated and not very user-friendly. Your mileage may vary.

Based on personal experience, I would recommend Bluedomino.com due to the ease of installation and 24/7 customer support if you run into trouble (again...your mileage may vary). On my latest install of the WordPress software, I ran into a problem, but their tech support team had me up and running in about 10 minutes. Did I mention they have great customer service?

Installing the Software

Installing the software is relatively easy. In many instances, you'll be able to do it with just a few clicks. With Bluedomino.com, those few clicks get you right to the WordPress install screen.

Setting Up Your Security Guard Company Website

Once the software is installed, it's just a matter of learning your way around the WordPress Admin Panel. As you can see from the image below, there's no need to know how to write code. By using the dashboard/admin panel, you can easily create pages and posts and format the website to your exact specifications.

Choosing Your Security Guard Company Website Theme

Choosing the **theme** is the fun part of building the website. The theme you choose will determine the overall color, layout, and flow of your website. There are hundreds – if not thousands – of different WordPress themes to choose from. Pick the one that's right for your company and you'll be on your way.



**HOW TO EASILY
MARKET
YOUR SECURITY
GUARD SERVICES
USING VIDEO**

How To Easily Market Your Security Guard Services Using Video

In recent years, social media has become all the rage for companies looking to market their businesses online. However, if you're one of the 60% of businesses that say that you don't see any ROI from social media, then chances are you're at the point where you're interested in trying something different. If that's the case, have you considered doing a video? Recent research has overwhelmingly supported the use of videos for marketing your security guard services. The following are just a few of the stats:

- 1. Online videos are viewed by 85% of the U.S. Internet population, and it's the most consumed content format online.*
- 2. The total number of online videos watched has increased by 800% in the last six years.*
- 3. YouTube, which has 153 million unique viewers, is the #2 search engine in the world.*

Creating Videos For Marketing Your Security Guard Services

I've been asked quite a few times about how we create our videos for OfficerReports.com, so I've decided to supply a quick explanation of our process. Many are surprised by how simple and inexpensive it is.

To begin, all you'll need is three things:

- Your favorite presentation software (Powerpoint, Prezi, etc.)
- Screen recording software (i.e. ScreenFlow for Mac computers, Camtasia for Windows, etc)
- Your imagination

The first step in the process is creating a presentation that will serve as the content for your video. Make sure to use all the cool slide transitions and animations supplied with your presentation software. Remember, however, that this isn't a presentation, so keep the slides simple and clean. Here's an example of a presentation for your reference.

Second, after you've designed your presentation, write out a script to go along with it. I've found that it's helpful to mark the transition points on the script to note when I should be advancing through the slides so I don't have to try to watch the screen as I'm reading the script.

The last step is to record your full screen presentation and your voice-over by using your preferred screen recording software. This step is the most difficult if you're not already familiar with your software. If this is your first time using screen-recording software, there are hundreds of online tutorials available on YouTube to guide you. I use ScreenFlow and have found the Macintosh tipz YouTube Channel extremely useful.

Adding a music track to your video can provide a really nice touch. You can find royalty free music sites, such as Incompetech, by doing a quick Internet search, just make sure that each song is royalty free for commercial use.

Here's a sample video that I created for a fictitious company:
<https://youtu.be/jTXFVxYNLd8>

Although social media is great, marketing your security guard services by using video should be one of the tools that you have in your marketing arsenal.

**WANT NEW
CUSTOMERS FOR
YOUR SECURITY
COMPANY?
START A**

BLOG!

Want New Customers For Your Security Company? Start A Blog!

Chances are, if you have a small or medium-sized security guard company, you've considered starting a blog. If that's true, stop thinking about it and just do it! Although blogging started off in the late 90's as a way for people to share their thoughts, feelings, and opinions, businesses have embraced blogs in a big way. In fact, everyone from Fortune 500 companies to small family-owned businesses have started blogging. The driving force behind it was that companies wanted to acquire new customers, and they knew they could do so by increasing their digital footprints.

There are many ways to find and reach new customers online, including through social media and email. However, even if you're already doing that, your blog should serve as the foundation for both efforts.

If your business website doesn't have an active blog or "Learning Center" that's updated frequently, you're missing a huge opportunity to increase your brand's visibility, reach, and authority with prospective customers. For example, let's take a look at how G4S uses its blog. On the G4S website, you'll see a section called Security Resources. Although the section isn't labeled "Blog," for all intents and purposes, that's essentially what that section is. As you'll see, their Security Resources section has an extensive amount of information that the company's potential customers could benefit from reading. It's this ability to create and distribute informative

content that helps companies with blogs – such as G4S – establish themselves as authorities with their prospective clients.

In addition to increasing your company's authority, there are three primary reasons that any company should start blogging.

First, blogging helps build trust with potential clients. It's been my experience that many security guard service clients have had bad experiences with security guard companies in the past. If they didn't personally, then they probably know someone who has. As a result, many will harbor some level of distrust for security guard contractors. Research shows that a blog with truthful and helpful content can help bridge the gap between trust and distrust. That's because blogs allow potential customers to connect and get to know you and your organization on a more personal level.

Second, having a blog will help drive traffic to your website. Most security guard company websites don't have many pages and aren't updated very often ... if ever. Unfortunately, a small number of pages and a lack of updates result in very few potential customers finding their websites. Blogging helps solve both of those problems. Each time you post an article, it's one more page that Google and other search engines will find, index, and display to searchers. The more often that your website is displayed to searchers, the more often people will visit your website and find out about your company. Additionally, Google also tends to reward active websites with a higher ranking in their search results as compared to less active sites.

Lastly, blogging drives more awareness of your company than cold-calling can. If you and/or your sales team use cold calling as a marketing technique, how many leads can you generate in 1 hour? Maybe 1 or 2? Well consider sitting down for an hour to publish a really good blog post. On the first day the article is published,

your current followers and network might generate 50 views and 4 leads. On the second day, you might get 25 views and 2 leads. After a couple of days, the post is less interesting to your immediate network and interest dies, but you've generated 6 leads with 1 hour of work. That's great, however, the lead generation doesn't stop there. Once your blog is ranked in the search engines, it can continue to generate leads for days, months, or even years as searchers continue to come across it. All that for just 1 hour of work.

Blogging is an opportunity you can't afford to pass on

Blogging should be one of the most used tools in a security guard company's sales and marketing toolbox. With minimal effort and time, you can build your company's authority, give more people a way to find you, and even foster relationships with potential customers. Blogging is an opportunity you can't pass on if you really want new customers for your security company.

**NOW THAT YOU
HAVE A BLOG
WHAT SHOULD
YOU BLOG ABOUT?**



Now That You Have A Blog, What Should You Blog About?

I often talk to security guard vendors about the benefits of blogging, especially as it pertains to brand building. During part of those conversations, I often hear people say, “I wouldn’t know how to write a good blog,” or “What would I possibly write about?” I’m writing this blog as a response to those questions and as a follow-up to my previous article “Want New Customers For Your Security Company? Start A Blog!”

If you’re a security guard vendor and you want to know how to write a good blog post, there are 4 basic principles that you should follow to help structure your content.

- 1. Be extremely useful**
- 2. Write great headlines**
- 3. Make the post scannable**
- 4. Write in a plain, concise, common-sense style**

An explanation of each of these principles can be found in the article “The 4 Pillars of Writing Exceptional Blogs.” (If you would like to read the article you can Google it). In addition to making sure that your blog is grammatically correct, following these principles will get you 90% of the way to your goal of writing a good post. Now that we’ve cleared that hurdle, it still leaves us with the question of what to write about.

I tend to either write about personal experiences, things that I’ve seen, or topics that I believe will benefit my readers. I also like to write about other people’s experiences that I think could be helpful.

As an early example of what that looks like, I've included a link to one of my very first blogs below.

I wrote the blog based on a conversation that I had back when I was selling security guard services. During that conversation, my customer quoted some facts that I thought were pretty incredible. I also believed that the process he outlined during our conversation would be extremely useful to my other customers who were facing similar issues. With that said, you can find the original blog at:

<http://www.officerreports.com/blog/youre-security-guard-vendor-blog/>

CHAPTER
WRITING YOUR PROPOSAL

UNDERSTANDING

THE BILLING

RATE FOR

YOUR

CONTRACT

SECURITY

FORCE

Understanding The Billing Rate For Your Contract Security Force

Although this article was written for the benefit of security guard service buyers, it will give you an understanding of what you might expect from prospective customers. It gives my take on what buyers should be looking for in security guard proposals.

In this article, we discuss one of the most important aspects of selecting a contract security guard vendor: Understanding the billing rate.

The billing rate that your bidders provide is the result of adding up all the costs associated with staffing your property, plus a number that represents what the bidder wants to make from the contract. The largest portion of that billing rate is usually the wage rate of the guards.

Determining the Contract Security Guard Wage Rate

The most important component of building and maintaining a successful contract security force is ensuring that your guards are being provided adequate compensation. In order to do so, you as the contract manager must determine how much other businesses are paying for security guards within your area for similar scopes of work. This amount should be the benchmark by which contract managers judge contractor bids, and in no case should the contractor's proposed starting wage be lower. As part of the bid evaluation, you should request a wage rate analysis for your area from any potential

bidders. By ensuring adequate compensation for the contract staff at your facility, you'll be able to help reduce the amount of turnover that you deal with. In addition to providing the wage rate analysis, each bidder should be required to state what wage that they are proposing in their bids.

Tip: If you have a high rate of guard turnover, 9 times out of 10 the wage rate at your site is probably too low.

Security Guard Benefits

In addition to the wage rate, the contract manager has to ensure that the security guards are also given benefits that will help retain top talent at your location. Some of these benefits can include:

1. Company supplied uniforms
2. Vacation days
3. Sick days
4. Medical benefits

All benefits should be outlined in the bidders proposal. The most economical way to pay for these benefits is to have your contractor bill you directly for them. When directly billed, these costs, which are typically hidden in a comprehensive billing rate, are billed by the contractor only when they occur. This is more advantageous to you as the contract manager because you'll only pay for benefits that your security officers receive. By using direct billing, costs associated with temporary and part time employees are also reduced. A greater level of benefits can then be given to officers who are employed longer.

Your Billing Rate Breakdown

Although wages and benefits are two of the best indicators of the quality of your guard force, they are not the only ones. To understand the security programs that your bidders are providing, you must look at the program in its entirety, and the best way to do that is by requesting a line item breakdown of your billing rate with each bid. That billing rate should include (at a minimum):

1. Wages
2. Payroll taxes
3. Risk/Insurance
4. Expenses
5. Gross margin or Markup

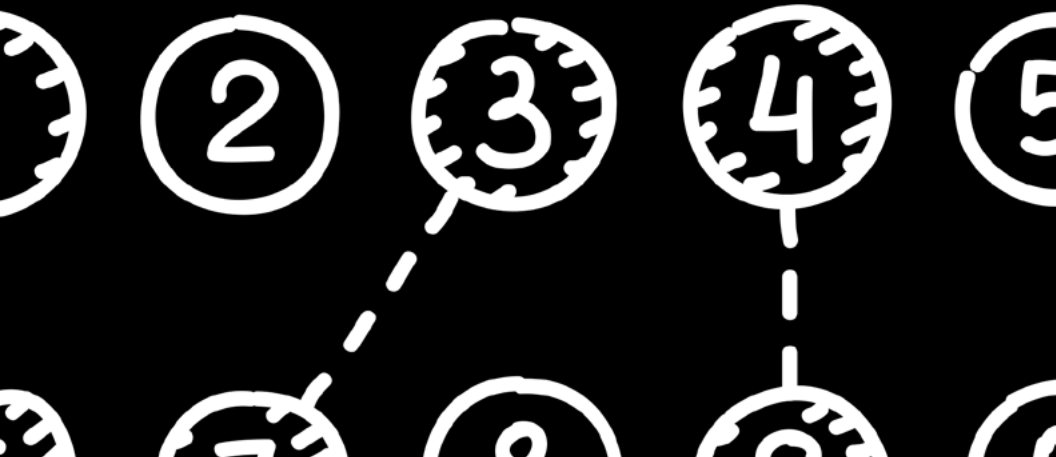
Most security guard contractors use pricing tools similar to the one below that will generate billing rates based on the resources that they'll allocate for your location.

As you can see from this sample pricing page, it would be relatively easy for two bidders to come up with the same billing rate but propose radically different services.

Ethical and credible contractors should embrace this approach to billing rate review with open arms. This allows for an apples-to-apples comparison of their pricing models and protects them from incurring costs that are uncompensated. However, the most profound impact of evaluating your billing rate is on the behavior of the security guards themselves. When security officers feel like they're being treated fairly, they're much more likely to exhibit the positive behaviors that you desire: Attention to detail, professionalism, and alertness.

Rate Class Position	Contract Average	1		2	
		Security Officers		Site Supervisor	
Hourly Wage / Annual Salary	10.25	10.00		12.00	
Total Hours / Week (HPW)	315	275		40	
Training Wage	10.25	10.00		12.00	
Training Hours	0	0		0	
Sick Time Hours	0	0		0	
Vacation Hours	0	0		0	
Holiday Hours (0 Days)	0	0		0	
Built-in Overtime Hours	0	0		0	
Estimated Turnover %	69%	75%		25%	
Number Full Time Employees	7.9	6.9		1.0	
Direct Costs					
Training Pay	100%	0.00	0.00	0.00	
Sick Pay		0.00			
Vacation Pay	100%	0.00			
Holiday Premium	0%	0.00			
Built-in Overtime		0.00	0.00	0.00	
Unbillable Overtime	10.0%	0.51	0.50	0.60	
Vages SubTotal		10.77	10.50	12.60	
FICA	7.65%	0.82	0.80	0.96	
FUI	1.10%	0.12	0.12	0.14	
SUI	8.95%	0.96	0.94	1.13	
Local / State	0.00%	0.00	0.00	0.00	
Other	0.00%	0.00	0.00	0.00	
Payroll Taxes	17.70%	1.91	1.86	2.23	
Workers Comp	3.02%	0.33	0.32	0.38	
General Liability	0.80%	0.09	0.08	0.10	
Cost of Risk	3.82%	0.41	0.40	0.48	
Total Taxes & Risk	21.52%	2.32	2.26	2.71	
Medical / Dental	\$0.00	0.00	0.00	0.00	
Life Insurance		0.00	0.00	0.00	
Uniform Expense	\$0.12	0.12	0.12	0.12	
Background Screening	\$0.00	0.00	0.00	0.00	
Vehicles	\$0.00	0.00	0.00	0.00	
Other Direct Expenses	\$0.00	0.00	0.00	0.00	
Total Other Expenses		0.12	0.12	0.12	
Allocated Interest		0.00	0.00	0.00	
Commission/Rebate		0.00	0.00	0.00	
Total Direct Expenses		13.20	12.88	15.43	
Gross Margin GM%	20.0%	3.30	3.22	3.86	
Area Costs	0.0%	0.00	0.00	0.00	
Regional Costs	0.0%	0.00	0.00	0.00	
Consultants Costs		0.00	0.00	0.00	
G&A (Shared Services)	1.0%	0.17	0.16	0.19	
Overhead Costs Total	1.0%	0.17	0.16	0.19	
Operating Result	19.0%	3.14	3.06	3.66	
Straight Bill Rate		\$ 16.50	\$ 16.10	\$ 19.29	

20 THINGS TO CONSIDER FOR YOUR SECURITY GUARD PROPOSAL.



20 Things To Consider For Your Security Guard Proposal

When you're asked to submit a proposal for providing security guard services, it can be both an exciting and anxious time. Your proposal can get you excluded from consideration, invited to a formal presentation, or even win you a contract. Any time that you submit a security guard proposal, you can typically expect stiff competition. Fortunately, a well-written proposal can help set you apart from the crowd. So when you're invited to submit a proposal, always take the time to craft a great response to make the best of the opportunity.

Elements of a Good Security Guard Proposal

Like many things, writing a security guard proposal is a process. The first five basic steps of that process include *knowing your product*, *knowing your prospect*, *knowing what you want them to do*, *quickly writing the first draft*, and *writing all the easy information first*. Following those steps will get you well on your way to drafting a great response. However, in addition to those steps, you should also consider the following:

1. Table of Contents

In most cases, security guard proposals are fairly lengthy. In order to make it easy for the reader to find the information that they're looking for, be sure to include a table of contents. If you're using Microsoft Word, adding a table of contents is relatively simple.

2. Page Numbers

Always include page numbers to help the reader quickly find information.

3. Internal Links to Information

If you're submitting an electronic copy of your proposal, including a table of contents will easily allow your reader to click a link and be taken directly to that section. Also, consider linking other text as necessary.

4. Electronic Copy

If you can, submit an electronic copy of your proposal. It makes it possible for the recipient to share it with others.

5. Executive Summary

A security guard proposal typically exceeds 25 pages. Make it easy on your reader by submitting an executive summary of the information that your proposal contains. If they would like to read more, they can proceed to that relevant section via your Table of Contents.

6. The Customer's Perspective

Many proposals are written from the security guard company's perspective and talk about what the company brings to the table. However, the proposal should specifically address the reader's concerns and state how you'll make their job easier and property safer.

7. The "I" Perspective

Remove as many of the following words as possible: We, me, us, and/or I. Replace them with: You, your, and/or yours. Doing so will convey more concern for the reader's needs.

8. Customization

Although it's easy to just substitute names and repeatedly use the same proposal ... DON'T. Take the time to customize each proposal to address the specific needs of the reader. Show them that you understand their problems and explain how you'll address them.

9. Additional Solutions

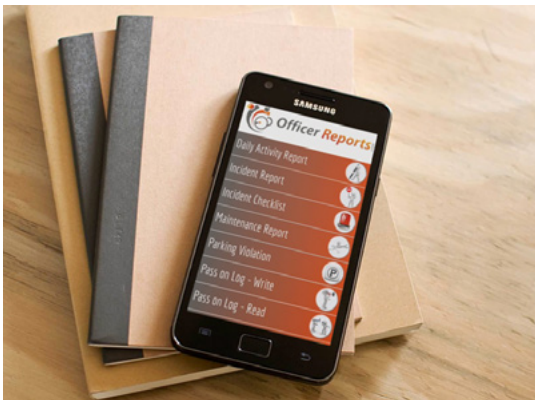
In addition to security guard services, ALWAYS include other solutions that you're capable of providing. Security officers cannot solve every problem, so have a way to address some other challenges as well.

10. Pictures of Uniforms

Always include high-resolution images of your uniforms and officers.

11. Technology

Incorporating technology into your proposal is a must. Whether that technology is reporting software, tour tracking software, or remote camera viewing, customers want their vendors to provide innovative answers to help solve their problems.



12. Media

In the digital age, you should be leveraging as many tools as possible to showcase your company in the best possible light. If you're submitting an electronic proposal, don't forget to link to any video, graphic, or published content that you've developed.

13. Documentation

Be sure to include an up-to-date copy of your license, insurance, and resume, as well as all other relevant certifications.

14. References

When asked for references, include as many as possible. Always use references that are similar to the property that you're bidding on. Also, include a brief description of a problem that you solved at the property.

15. Tell a Story

Remember that people love stories. Try to include at least one story that highlights a problem that you were able to solve for a similar client.

16. Be Brief

A common fault in many proposals is that they use more words than necessary to express an idea. In your proposals, you should ruthlessly edit them to remove unnecessary words, redundant expressions, and any clichés.

17. Include Reports

Include samples of the reports that you'll be providing to the client, such as any summaries, analytics, metrics, or key performance indicators.

18. Include an Appendix

In keeping with the concept of being brief, try to put supporting documentation in an appendix that the reader can refer to as necessary.

19. Use a Response Checklist

You're probably submitting the information in response to a Request for Proposal (RFP). If so, make a list of all the requirements outlined in the RFP and check off each one as you go along. Also, reference each item with a page number where it can be found

Response Checklist

- ✓ Resumes: pg. 5
- ✓ Pricing: pg. 7
- ✓ Uniform Samples: pg. 25
- ✓ References: pg. 32
- ✓ Value Added: pg. 9
- ✓ Training: pg. 4

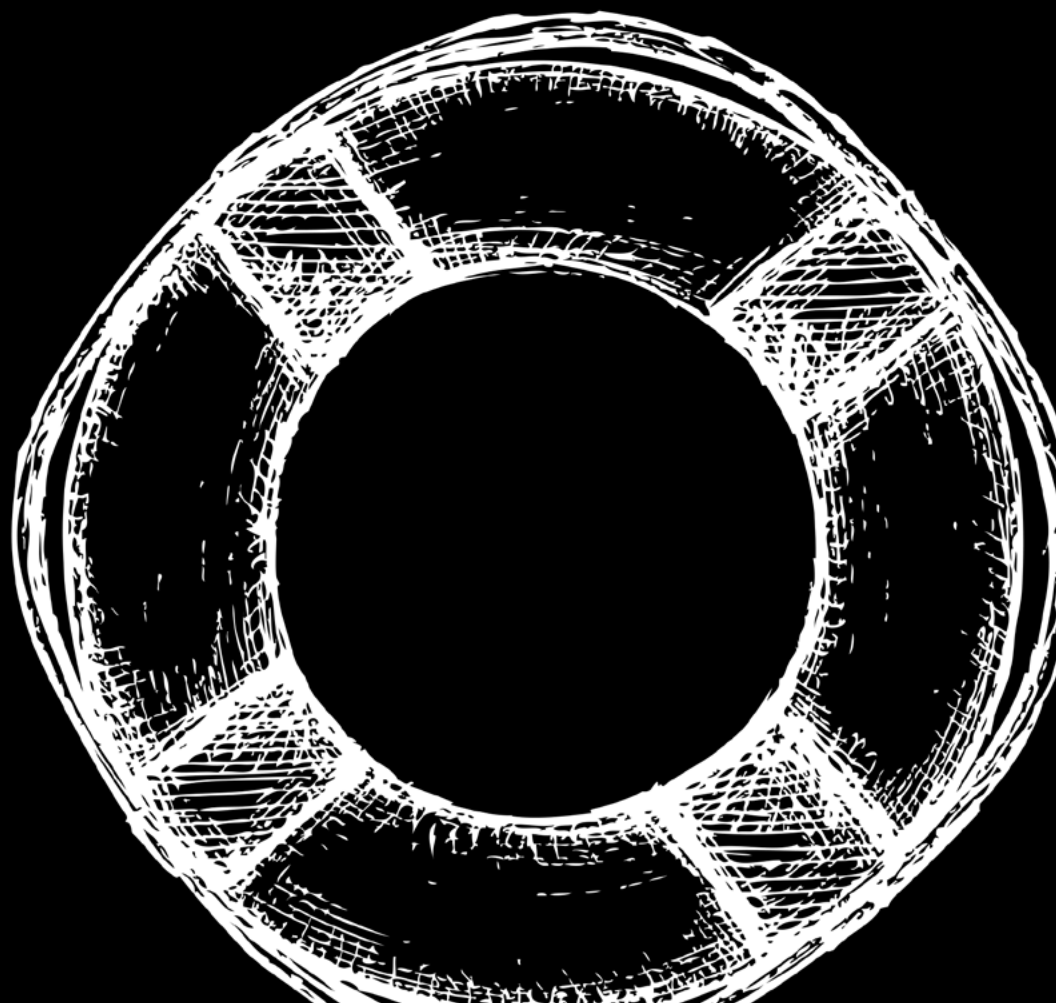
20. Easy-to-Understand Pricing

Lastly, make sure that you include a breakdown of your pricing to help the reader understand what they're getting.

Although a well-written security guard proposal doesn't guarantee that you'll win a bid, it does give you the chance to make yourself stand out from your competition. Make sure that your proposal is clear, concise, persuasive, and speaks to the reader's needs.

CHAPTER
RESOURCES

RESOURCES



About OfficerReports.com

OfficerReports.com

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Security Officer Report Writing Software

<http://www.officerreports.com/products.html>

Now you security officers can be mobile but always connected and communicating. By using our Security Officer Report Writing Software App, you and your clients will have instant access to the officer's reports whenever and wherever you need them.

Real-Time Officer Tour Tracking Software

<http://www.officerreports.com/guard-tour-tracking-software.html>

Guard tour tracking software helps monitor the time and activity of your security guards while they are performing patrols at their sites.

Time and Attendance Software

<http://www.officerreports.com/time-and-attendance.html>

Create schedules online and let your officers check their schedules from anywhere. You can also monitor the times that your officers are clocking in and out from their sites.

Technology Bundle

<http://www.officerreports.com/technology-bundle.html>

OfficerReports.com is teaming up with one of the nation's top telecom companies to provide you with easy and affordable access to the software and hardware that you need to manage your security officers. OfficerReports.com is now providing smartphones and tablets that ship directly to you with the OfficerReports.com Reporting Software and Tour Tracking Software already installed.