



Selling Access Control

Training for Top Sales People

Why sell access control?

For most sales teams, finding a way to sell more products to their existing channel is thought of as money found. If you are not currently selling access control systems, this course will expose you to the business of selling building access control products and security systems. The idea is to do more for your existing customers, and have more to attract new customers. After all it doesn't matter how you get started with a customer, as long as you get started.

Isn't it a little late to begin selling access control?

No, all research shows solid market growth potential and this is expected to continue for many years to come.

In May 1991, the first annual Security Directors Magazine top 100 (top 100 security installation companies) had total annual revenue of \$2.32 billion. This year's (2008) 18th annual SDM 100 brings the total to \$7.58 billion. www.sdmmag.com

SIA study July 2008

	Access Control	CCTV/ Video Surveillance	Intrusion/Fire Detection/Alarm	Electronic Article Surveillance
Have System In Place Currently	45%	52%	75%	19%
Will Need System in Next 5 Years	56%	66%	66%	27%
Will Have System in Next Year	30%	38%	42%	14%
Will Have System in Next 2 Years	34%	42%	45%	16%
Will Have System in Next 5 Years	44%	53%	52%	20%

Is it difficult?

No, but there are things you will need to become familiar with. Like any new market you will gain expertise over time. This training course will help you determine what you and your company can deliver today and what you will need to outsource while you expand into this new area. The good news is no matter what your skill sets are today, there are companies that will work with you to provide those portions you need help with.

AMT offers the training to get you started.

This is not a "how to sell" class. You are probably already good at that. This is focused at teaching you the parts and pieces, concepts and vocabulary and best practices involved with access control. This class will also give you an overview on current pricing strategies and a general picture on the companies you will be competing with.

What the Course Can Do for You

Selling and Supporting Access Control

Course # 4000-1100 TRAINING

1 day, \$1,000.00 US*

General access control components

- Readers
- REX devices
- Door Contacts
- Controllers
- Access control software

A good understanding of the parts and pieces that make up an access control system will give the sales team the understanding of the building blocks needed for solving customer needs.

Initial Inspection and Needs Discussions

- Site walk through
- Risk and threat analysis
- Perceived solutions vs. Real solutions

An in-depth dialog with the customer is essential to finding out what they think their situation is, and what their ideas are for a solution. But that is only step one. This class will empower the sales team with a bigger view needed to guide the customer to a solution that will work.

Applying Technology

- System selection and design
- Related and Unrelated equipment

The key to a successful sale is to match the need with a solution that fits the budget. In most cases several options exist with varying costs and effectiveness. The customer needs to get started, but rarely can afford an entire solution at the onset. Learn how to stage a security deployment.

Planning the Long Term Budget

- Initial system plan
- Expansion and related systems
- Maintenance and upgrades

The successful sales individual becomes a resource to the customer, not a simple vendor. Learn how to make the initial sale, and with that sale secure business for next year and the year after.

Getting Buy In

- Working with Facilities, IT and Security
- Working with existing Service Providers

Security touches many departments within the organization. Learn how the sale affects the various entities and how to avoid power struggles that can jeopardize the sale. .

What To Do During Deployment

- Pre Installation
- Deployment
- Training
- Commissioning

The critical step in any security system is the installation and initial operation. This course will provide several examples of setting customer expectations and avoiding costly mistakes.

Generating sales by working with A & E's

Spec writing and bid work is required by most organizations. Learn how to get your product specified.

* For courses offered at your location ask AMT about minimums and additional fees. No limit on number of people attending Access Control Sales Training. Prices are subject to change without notice.



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