

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



COURTNEY SPARKMAN

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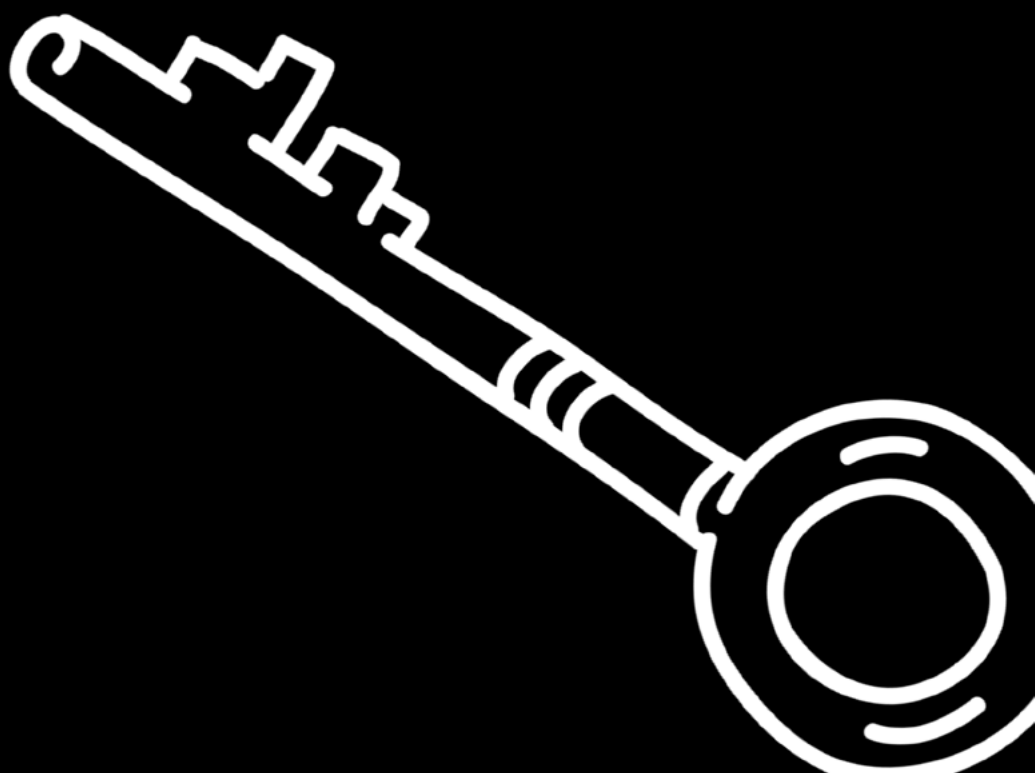
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CHAPTER

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

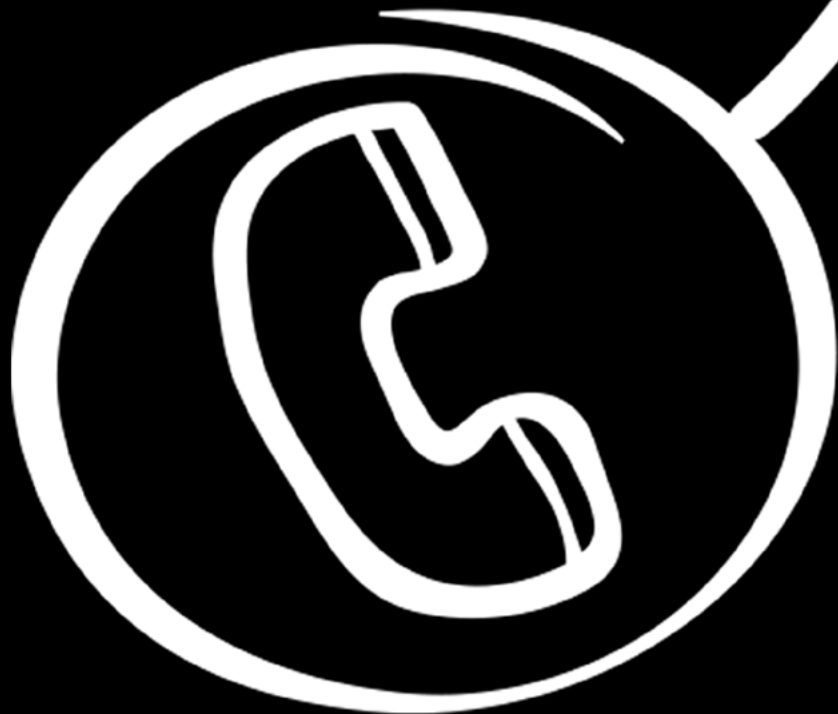
Hiring a contract security company allows the client to redirect its resources, most often their employees, from non-core activities to activities that focus on serving their clients.

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.

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