

Regional Reports

We are introducing a new department this month. Each issue, several dealers from around the country will be interviewed. We will follow a geographic breakdown. We started with three dealers from Florida.



Regional Reports

The ISC South is an excellent show, I hope they don't cancel it."

Sales, SDM, Security De...
an invaluable source of info...
I read them all. They kept...
to-date on product develop...
what's happening in the...

Mike's business involv...
general security app...
There's a 50/50 split...
residential and commercia...
a little CCTV right now...
going to get more involve...
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nine percent of our work...
referrals and word-of-mo...
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company owner and he ju...
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I want to establish an ong...
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man. I've been in busines...
and I want to stay with...
tomers.

"I think state licensing...
thing for me and the custo...
industry needs to be reg...
make sure our people are t...
are using the right mater...

"We are having a real...
with crime in this area. We

he replied, "By sheer accident. We were strong into central vacuum and intercom installation. Our customers were asking why we didn't do security systems too. I started giving our alarm leads to other people. But they weren't providing the type of reliable service I wanted. So we started doing it ourselves. We do 50 to 75 panels a month now.

"Also, people like to deal with one subcontractor instead of three. It makes life simpler for everyone. Pricing is very competitive here. We have a lot of unlicensed people dealing out of the trunks of their cars and offering very low prices.

"I thought the ISC South Show in Orlando was excellent. Particularly the seminars." He attends the Orlando show because it is local and it's very difficult for him or his staff to get to shows out of the area because they are so busy.

"The reason I love the show is partly because of the seminars. I am a firm believer in picking someone else's brains. The most valuable seminars for him and his employees at the ISC were the sales, technical and troubleshooting seminars. I would have liked to see more on troubleshooting. Also, we became ITI dealers at the show."

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Mongiello About Se

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Desi has been in business for eight years and in the last year alone his operation has grown from a two-man operation to 17 employees.

"Overall," says Desi, "Our central vac installation, intercom and security systems are running neck-and-neck. CCTV is beginning to develop for us as well." As for marketing and sales techniques, "We have two salesmen and we average a direct mail or 400-500 pieces

every month. That has been very successful for us. We use the Dash Reports as well. That's published by McGraw Hill. It contains a multitude of information. It lists all permits, who is building, type of building, and so on. We turn that information over to our salesmen. We also call, send a brochure and a letter of introduction with recommendations. It works very well for us.

As far as training programs for his employees, Desi said, "We attend the ISC seminars, as I mentioned earlier, and we send our people to any manufacturer's seminars that are offered. We have an in-house training program and we provide training also from the AAF which is the local affiliate of the NBFAA.

Desi sees the security industry in the future being viewed as "a necessary evil. The same way people view microwaves and dishwashers now. They will expect to have security systems and VCRs and all the other amenities in their homes."

D.E.R. is a family-owned company. "We instituted an incentive stock program. Employees acquire stock in the company free. They are partners in the corporation. It's a great incentive."

Mongiello of Aegis Talks About Security

Martin Mongiello is the owner of Aegis Security National in Pensacola, Florida. He has been in business for eight years and has five employees. His business consists mostly of burglar and closed circuit for commercial accounts. He has been involved with the CCTV for the past two years.

"I didn't attend the ISC South this year," said Martin, "I was too busy. But it is an excellent show. I hope they don't decide to cancel it."

To solicit new business Mongiello says he seeks out the people in his community who are building and he monitors all new construction going on in town. "We keep in close contact with the community."

In addition to the CCTV and bur-

glar systems, Mongiello sells electronic countermeasure equipment such as body armor, weaponry and other protective equipment to local law enforcement agency personnel and private investigators.

There are now 23 companies operating in his community says Mongiello and competition is getting fiercer all the time. Average response time in '89 from the police in his community was 23 minutes he said.

"There is a high crime rate in the community, however, unlike Philadelphia where I'm from, people here open businesses without alarm systems. They don't tend to get concerned until they are broken into. Even then, they sometimes still resist installing a security system, saying it was 'just a one-time thing.'

"I try to educate them to the cost-saving factors and benefits for them and their businesses if they get a security system." Mongiello says he has found a great deal of ignorance on the part of both the general population and business owners as to the necessity of security, considering the high crime rate.

He provides in-house training for his employees. He also utilizes the Sentrol videos which he says are, "very good." Additionally, ITI provides a good training video and a customer video. He says, "These videos are good training tools, since most people have grown up with cable TV and MTV. I try to bring the training into the video age."

Martin's CCTV installations are indoor and outdoor — convenience store, drive-thru restaurants, check cashing stores, etc. Martin sees the future of the industry as more residential in his community, with the commercial segment continuing to grow. "CCTV will take hold as people learn how to sell it — the alarm community will say, 'I can sell this too.' For a good-sized restaurant, for instance you can install four chip cameras, time lapse recorder, quality quads, and switcher, with room to grow for \$3,000-\$6,000. ■