

## **RISCO Group's E-News**

### **April edition**

Hello and welcome to April edition E-News!

2008 has been an interesting year so far with RISCO Group UK still achieving its expected growth, thanks to you our valued customers.

In this issue I thought I would take a different approach, so please indulge me. It has been identified in clients with increased purchases that their success is coming from up-selling, selling in a way as to solve/prevent a problem for the client or moving into allied security installations such as Wireless, Access Control, CCTV and Fire.

"Selling", one of the key areas of success and growth of RISCO UK over the last few years, is also undoubtedly the key to expansion for all businesses. Not even the best products will get up and disseminate themselves to achieve any great success.

Whilst I understand you may be thinking that this is obvious, my belief is that it is not so obvious to everyone, far too many sales people see account management as their full time roll and, such is their comfort with their existing customer, they don't realise the potential they have right in front of their eyes. We must all try and sell a variety of product to our existing customers and try and encourage them to look into other areas of security needs, especially if your regular segment is quiet. As RISCO now has many new products that cover the different security segments, we are in a strong position to assist you in training and generally help you enter these new markets.

Without a doubt the most important area of any salesman's job is to firstly look after your existing customers but every business sooner or later loses customers, so we all know that for any business to grow the lost customers/business must be replaced with new customers who are the key to continued growth and, unless you are very lucky, you have to work hard, smartly and go out and create these opportunities and find these customers.

As an example, twice yearly I attend a group meeting in Israel at RISCO Group's Headquarters where I meet with country managers from all over the world. One of them told me there is very little potential for security systems in his country due to very low crime, yet they still sell a lot of Wireless "WisDom" control panels. Finding this interesting I asked how they manage to do this. They sell the WisDom as a "life and safety system", they concentrate on RISCO's full range of wireless transmitters such as the brand new fully wireless Carbon Monoxide (CO) detector, which can be a

life saver in itself, as well as the Flood and Smoke detectors. The Twin PA and the new IP67 rated Wristband Panic transmitter all give further means to selling in support of life and safety and not just protecting valuables. Please [click here](#) to view these products in more detail.

It is also worth mentioning that Insurance companies pay out more on flood damage than they do on burglaries each year, maybe thought of fitting a wireless flood detector behind the washing machine, or building into your cost the price of a CO detector and giving it away with each quote as a means to close the sale, could go a long way to saving a life?

If we can support you in looking into other market opportunities don't hesitate to contact us to discuss further.

Rob Evans  
UK Sales Director

### **Ifsec 2008**

Come see us at IFSEC 2008, hall 18 stand 16180, we will be presenting our industry leading solutions including the SynopSYS Integrated Security & Building Management Software, the ProSYS.FreeCom Security System with Dual-path communication, the new Agility™ 2-Way Flexible Wireless Solution, and a new Access Control Solution - The MaxiMate. [Click here](#) to read Press Release for more detail on our products shown.



### **Chris Bell Alarms praise the WisDom**

Chris bell has been buying equipment from RISCO for 15 yrs, he told us that in that time products have changed and become more advanced and therefore giving to more flexibility when adapting a system to suit many different situations.



One particular installation recently completed was for the Royal York Hotel in York. A building with many obstacles, however with using RISCO's WisDom control equipment and wireless door contacts to monitor the fire doors, the install was a feat in its self with using 5 repeaters to boost the signals. As you can see from one elevation it's not a small place.



### **Customer Survey Results**

Thank you to all of you who completed and returned the Customer Survey back in December / January. We received a range of varying comments from you all, mostly of a positive nature which is great from a company perspective. We have already begun to act upon some of your suggestions which we hope you will have seen the benefits already. We have now analysed the result which shows the following: -

- 78% of those who responded thought our products were either very good or excellent.
- 79% of those who responded thought our customer service was either very good or excellent.
- 77% of those who responded said their overall opinion of RISCO Group UK was either very good or excellent.
- 75% of those who responded said they thought our products very good or excellent value for money.

## Staff Spotlight

### Wayne Farrell - back for good

We are delighted to welcome back Wayne Farrell as Regional Sales Manager for the Integration sector of our business. Many of you will know Wayne as your RSM in the North West and Scotland regions.

Wayne's new role will see him focus on Access Control and Integrated Systems, working alongside Richard Key and Steve Hopkins and we are confident he will be as successful in these areas as he was in Intruder.



### Called out to a faulty bell box but found a bat

A customer recently called out to a faulty bell box was a little shocked when he discovered a bat nesting behind it. It just goes to show not all discrepancies are with the product.



Bats are vital to the ecosystem, insect eating bats eat millions of bugs nightly. Yet for all they do, bats are continually killed due to myths, superstition and fear. We're happy we have given it a home.

### RISCO UK have new phone system

Over the last few weeks we have installed a new phone system within our Middleton, Nottingham and warehouse offices. This is in line with our commitment to provide greater customer service to you and with the implementation of the new facilities it will allow us to give a more focussed and speedy approach to your calls.

## Technical Corner

### Tip of the Day

**Query:** I cannot get my AGM software to connect to the AGM unit.

**Answer:** In most cases check that the Amber LED is flashing and if not:

1. There won't be a SIM card fitted
2. The SIM card fitted has a PIN number. Take the SIM card out of the AGM, put it in a mobile phone and switch it on. Enter the pin number, go to the Security menu and switch the PIN code request OFF. The SIM card will then work in the AGM.

## Technical Update

### EW002G2 eurosec LCD Grade 2 control panel.

We now offer 1 panel that combines both standards: On the power up sequence it now shows BS or EN, defaulted to BS, making installation easier, as well as manufacture and ordering.

### GT 595 Installation Manual

Based on your feedback we have produced a very extensive additional manual for the 595 which includes more indepth information and programming flowcharts. This manual is available in pdf version to download from our website under the password protected area. [Click here](#) to download.

## Website update

Gardtec Remote version 2.21 has now been released and uploaded to the website. The Gardtec Remote Software installation manual is also available here. [Click here](#).

Send us an [email](#)

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