

Simon Reeve's Security Blog – April 2009



Hello everyone and thanks for checking in for the 3rd edition of my quarterly blog. As spring is approaching and the year is flying by I am becoming aware that time is against us all and that we need to ensure that we are making the most of every hour and every opportunity.

Whilst travelling around throughout the past 3 months meeting with many of our customers and prospects, I have discussed ideas for improving our performance which some customers have put to good use and found success with. In addition I have attended BSIA meetings and a couple of seminars with the Institute of Sales & Marketing Management where key speakers throw their ideas around.

I have taken some of the thoughts and condensed them into my blog in the hope of providing you with some inspiration and as always if you have anything to share, please send an email to me at simon.reeve@riscogroup.co.uk or call me at anytime on 07970 110021.

Increasing Sales – cost conscious ideas to increase business

At a recent event in Harrogate to promote sales knowledge, a sponsor of the event handed me a leaflet with a key fob attached. The sponsor is a company named KeyCare, they have been in business since 1977 and provide insurance for your keys as well as a reward to get them returned to you if lost.

I had a light bulb moment remembering that years back when working in the motor industry, Nissan cars were giving away this feature. I realised that when looking to differentiate ourselves from our competitors it is down to the small details that show we care.



I have spoken to KeyCare and discovered that they sell the service with branded tags and marketing literature to companies for £5 per year. If as an installer, you pay £5 for the first year and give away the service for free with a domestic installation, the user gets:

- 24Hr, 365 day a year emergency helpline
- Cover for any keys including car keys (which can cost up to £150 each)
- Locksmith fees to replace locks for premises and vehicles (up to £1,000)
- Cost of transport when stranded
- £10 reward paid to finder of keys to encourage return

If you and your competitor quote for the same work with similar equipment and similar prices, what benefits do you offer? Free insurance for keys, locks and alarm fobs/tags sounds good to me!

For more information contact KeyCare on 0845 303 4028 or visit www.keycare.co.uk/

Security In The News – For the right reasons!

Are you making the most of the latest marketing by the home office?

On a variety of commercial radio stations and in the national press, there have been adverts from the Home Office promoting the installations and maintenance of burglar alarms.

This information is also available through the new Direct.gov website along with guides for the public which promote our services and can be used by us to enforce our suggestions and the need for our services.



Check out the two leaflets produced by the Home Office by going to these websites:

- <http://www.crimereduction.homeoffice.gov.uk/cpghs.pdf> (page 14)
- <http://www.homeoffice.gov.uk/documents/keep-it-safe-leaflet?view=Binary> (page 4)

The leaflets give the following advice:

- Get a professional alarm, a cheap DIY one will be a nuisance
- Consider Police monitored systems
- Check with NSI and SSIAB
- An alarm which is not fitted properly can create problems in itself. Don't fit an alarm yourself unless you have the electrical knowledge and practical skills to do so, it could end up costing you more.



Use this information, it's free and can only offer help to you. For more information, visit their website:

<http://www.direct.gov.uk/en/CrimeJusticeAndTheLaw/CrimePrevention/index.htm>

Security In The News – For the wrong reasons!

With a struggling economy adding to the normal range of challenges, the last thing we all need are headlines like **“Alarm shark tries to sell 'free' system to OAPs which would have cost £8000”** in the national press. The story has been developing in the Scottish Sunday Mail for some weeks now and in the more recent edition a sting operation by the newspaper has brought unwanted attention to the industry.

The story explained how a non-accredited Scottish installer had been pressurising the elderly and infirm into extortionate contracts for *FREE* intruder systems with maintenance agreements lasting 25 years and costing in one case £8,291 (£138 per month) for an un-graded, bells only system. These have in some cases been supplied to home owners with existing security systems and maintenance contracts.

The company have been caught breaking a number of laws and following an investigation by the Scottish Sunday Mail, they are now being investigated by Scam Busters – a Government funded body and the Office of Fair Trading. The finance company backing the security company have reportedly pulled funding.

While this draws negative attention to the industry, the rest of us that carry out our roles honourably can trade on our reputations and our accreditation, but be aware – the con-men are out there!

BSIA Open Forum - BT 21CN Update

I was invited to attend a BSIA meeting recently in Warwickshire which was an open forum for installers and manufacturers to discuss the issues facing members of the security industry. Although much of the focus related to changes in fire regulations, time was given to discuss the forthcoming changes to BT's telephone network known as BT 21CN.

After speaking to many installers since 21CN was first publicised I have found that many myths exist and when you consider that 30,000,000 phone lines in 5,500 exchanges will migrate over the next 5 years – more needs to be done to inform installers and end users of the potential problems this change will cause.

BSIA Technical and Membership Services Director, Alex Carmichael informed the attendees that over the next year, the BSIA and BT aim to raise the profile of possible problems to bring them to the attention of the public as up until now, this responsibility has been left in the hands of the installers.

Alex gave some great advice too, although the changeover isn't due to be completed until at least 2012 – we should all begin to prepare for the change. He suggests preparing in a number of ways:

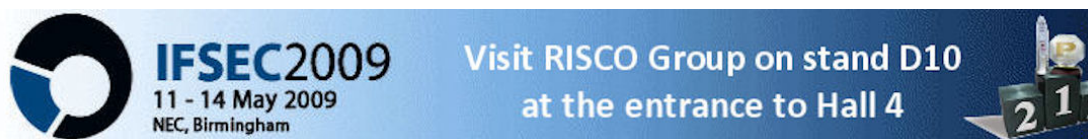
- Begin NOW to catalogue what make/model/version/age of communicator you have installed on every site and create a database so that as you find that a "ver.1 ABC digi" won't work after the change, you can pull off a list and target those products
- Start to inform your customers through your service reminders – prepare them for the upgrade next year.
- Speak to your manufacturer about new solutions



More information can be found on <http://www.bsia.co.uk> and on <http://www.switchedonuk.org/> as well as through me and other representatives within RISCO.

IFSEC 2009 – Hope to see you there

Come and experience the SynopSYS Integrated Security & Building Management Platform with RISCO's new Video Solutions, ProSYS FreeCom Security System with a new TouchScreen Keypad and iWISE Bus detectors, and FreeComGP dual-path communication. Also not to be missed are the Agility™ 2-Way Flexible Wireless Solution, Grade 3 Detectors and the new WatchOUT Extreme for reliable outdoor detection, MaxiMate Access Control Solution, as well as interactive tutorials from RISCO University.



Contact Us! – Anytime

I hope that my rant has proven somewhat useful and will update it for the next quarter, thanks for your feedback and please let me know if you have anything you would like me to add to my growing blog!

If you require any further information or wish to contact me please do by either:

Calling 07970 110021
E-mailing simon.reeve@riscogroup.co.uk
Or by contacting your local branch