



Generate Additional Revenue and Become an Invaluable Asset to Law Enforcement

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Course Objectives

- Learn how to build better relationships with local Law Enforcement agencies.
- Introduce concepts for new revenue streams by utilizing current assets of a central station to play a role in Law Enforcement operations.
- Deploy current technologies you may not be fully taking advantage of.
- Learn how your existing infrastructure can be a tool and a portal into Law Enforcement operations and effectively demonstrate the value of these systems.
- Learn how to establish your credibility and your dispatch calls to receive “high priority” status by emergency operators.
- Help you to expand your existing client relationships and gain their active support in legislation issues.

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The Reality of Security in the new world of budget shortfalls and verified response.

The days of gimmicks and “free” equipment are over. What kind of service are you actually providing? Is it really so difficult to sell a family safety and security that you have to give it away? What does that say about your ability to deliver the goods?

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It is POSSIBLE! Just Imagine...

- The next time you read about the shortcomings in our industry; the article begins to follow the predictable path of 95%+ “false alarm” statistics, the tone changes. Instead of another unchecked criticism a highlight of something done right. Another criminal caught, another crime ring foiled, and yet another sex offender taken off the streets. Not because Law Enforcement did their job but because WE did ours.
- Can a Central Station be responsible for and take the credit for these positive results? Can we improve the much debated but mostly accurate statistics that are slowly adding barriers and sometimes even ending an operators road to profitability? YES!! AND WE CAN PROVE IT!

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Evaluate your Assets

- What do you have in under-utilized or unused assets both physical and personnel?
- In an average shift how much time does an operator spend in “down-time”?
- How many additional accounts can you handle without the need to increase labor?
- What services can you support?
 - IP Signals
 - GPS Tracking
 - Text message forwarding
 - FTP Site hosting
 - Video Rendering
 - Expert Witness
 - Systems Analyst
- Who do you know?
 - Can you name your Local Property Crimes Sergeant?
 - Can you name the Local 911 Center Dispatch Supervisor?

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How to become “THE Expert”

- Never underestimate the value of the “Dog and Pony Show”....
 - I have never given a tour of any station that did not generate questions of how or why. By having answers and recognizing opportunities to teach. YOU can begin a foundation of credibility. This will become your secret weapon, what differentiates you, and your company from the fray. Embrace technology and see the value in services you can provide.

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Start with Relationships

- Can you answer the above questions “who do you know?”
- When is the last time you hosted a tour of your offices?
- When is the last time you arranged a tour of 911 offices for your staff?
- When is the last lunch you shared with a Commanding officer, City Councilman, City Manager, or the County Commissioner?
- Are you a member of a Charter organization? Do you attend the meetings? What have they done for you lately?
- Are you proactively pursuing opportunities to provide pro-bono services to special projects?
- Have you really invested into the success of your company?
 - When did you last evaluate and make changes to operation procedure?
- Have you invested in the success of your clients?
 - Sponsoring relationships through bridge building

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How can we be of service?

- What municipal Law Enforcement programs were cancelled this year?
- What can you do to supplement or sponsor a reinstatement?
- What does it cost? Perceived vs. Actual ROI
- Do your customers only know you because they write a monthly check?

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Delivering Information

- The concept of “Alarm monitoring” started out simple enough: If your alarm goes off we will tell someone who can respond...
- Then something happened. Corporations, accountants, strategists, and shareholders looked for improved profits. The same old story, customers suffered. But really they are not to blame. It was allowed to happen.
- As little as 10 years ago a “burglary alarm” was a priority call to an emergency operator. However in today’s world “burglary alarm” has changed to dirty word status.
- Little has been done to improve the situation. A lot of talk, a lot of industry rhetoric, and a lot of competitive positioning has gotten in the way of actual progress. YOU will need to take the responsibility to see the benefit.
- Are you willing to make the changes needed?

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Change WE can believe in!

- It starts with recognizing the challenge.
- Your credibility, your organizations credibility, your operators credibility, is challenged with every dispatch call.
- How can you improve?
- Ask the 911 dispatch Supervisor. She is the one who decides when a call is priority. Not the politicians, not the fire chief, but get to the source.
- Can your scripts be changed?
- Can your operators make critical decisions?
- Can your agreements be changed and/or amended to improve performance and benefit your customers?

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It's going to take time, effort, and patience.

- From the beginning of the Alarm industry technology has progressed exponentially year to year. Criminals have become increasingly sophisticated to overcome our best efforts. The game is being played out and we are losing. Not because we don't have the tools but because we have squandered the opportunities to share information and collaborate as a unified industry.
- You may be on you own today but there is a lot that can be done to improve. As you make progress take the next step and share what you have learned with others.
- Some will be successful because they can realize changes are needed and step up to the challenge. Be responsible with your success and help others who may be failing.
- Our individual failures will collectively continue to destroy our credibility as an industry and eventually could lead to an irrelevance in the marketplace.

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It is time to retain the clients you have, focus on success, and let your credibility build your legacy.

At the end of the day your clients, your relationships sell your business.

Imagine if you could post statistics at a rate 50% better than national averages?

What about 60%?

You now have the knowledge you need to make those numbers reality.

What are you going to do with it?

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