



ENHANCE YOUR CORPORATE IMAGE

Strategy Guide for Dealers





The SHDA **Enhance Your Corporate Image** is designed to offer suggestions for dealers to better market your business and services. A dealer that provides excellent service and a professional image helps to build customer confidence and retention.

The Strategy Guide is designed to be:

- Easy to grasp and digest
- Cost effective to implement
- Easy to execute





1. Create a Strong Website Presence for Your Business

Here are just a few suggestions on what to include:

1. Who you are and what you do.
2. Provide a brief description of your business and services.
3. Location address and contact information.
4. Share the history of your business and tell your visitor how you are different from your competitors.
5. A summary of services offered, benefits the visitor will receive from the service, and how your services are different from the competitors' services.
6. Provide testimonials from satisfied customers.



2. Be Sure to Include Social Media in Your Marketing Plan

Social media has become part of our everyday lives. Studies show that nearly half the adult population in the US receives their news from sources such as Facebook and Twitter. It's a cost-effective way to raise brand awareness, engage with your customers, increase traffic to your site and improve your Search Engine Optimization (SEO) ranking. The key to successful social media is frequency, consistency, relevancy, and most importantly, content. Start with one channel to see how it works.

3. Create a Security Checklist to Help Customers

Proper home and office security can help prevent theft, damage and injury. Prepare a checklist for residential and institutional customers. Increase your sales by up-selling when on a call.

You may use a guide like the one on the right for your own business safety measures. Boxes marked “no” indicate areas where you could take action to improve your customer’s security.

Doors/Locks	Yes	No	N/A
Are the exterior doors solid core or made of steel?			
Do all the exterior doors have good quality deadbolt locks with no less than 1” bolt?			
Are all of the strike plates secured with at least 3” screws?			
Are the locks that can be opened from the inside at least 40” from any glass panes?			
If the lock is within 40” from a glass pane, does it have double-cylinder deadbolt locks installed on them?			
Do you change locks every time a disgruntled employee is dismissed or quits?			
Are the hinge pins on the inside of the door?			
If the hinge pins are on the outside, are they non-removable?			
Are surveillance cameras used on exits and entrances?			
Windows	Yes	No	N/A
Are all windows locked before you leave your business?			
Are all of your exterior windows in plain sight and not hidden by shrubbery or trees?			
Are window air conditioners secured from the inside?			
If you have an alarm system, do all of your exterior windows have contacts?			
Alarms	Yes	No	N/A
Do you use your alarm when your business is unoccupied?			
Does your alarm company call the police before they call a contact person?			
Are there signs on the windows or in front of the business advising that there is an alarm?			
Is there a backup emergency power source for the alarm system?			
Is there a cell phone backup for the alarm system should the phone line be disconnected or cut?			
Office Security	Yes	No	N/A
Are strangers properly greeted?			
Are all billfolds, purses and other personal belongings protected while on			

[Click here to view the full list](#)



4. Calling on a Customer

Have you ever used Uber? We can take a page from their book! When you are visiting a customer, why not text or email them your photo prior to arrival? You could also include your photo in your email signature. This level of professionalism will be greatly appreciated and underscore that you are a true security professional!

5. Schedule Sales Calls to Local Businesses

Doing this will highlight your location and services. Make a list of potential customers in your area – retail, office, multi-housing buildings, etc. Set aside some time each week to visit and introduce them to your services. Let them know you are right in their neighborhood and are ready to assist with whatever needs they might have. Provide them your security checklist and offer to do a quick security inspection for them.

6. Wear a Professional Uniform

Both at your business location and out on calls. Customers appreciate and relate to professional looking service providers. A sharp shirt with your company logo will do the trick. Also, why not take booties with you on residential calls? You need not invest a lot in your uniform - a clean, pressed pair of khakis and a logo shirt are more than sufficient. What is your

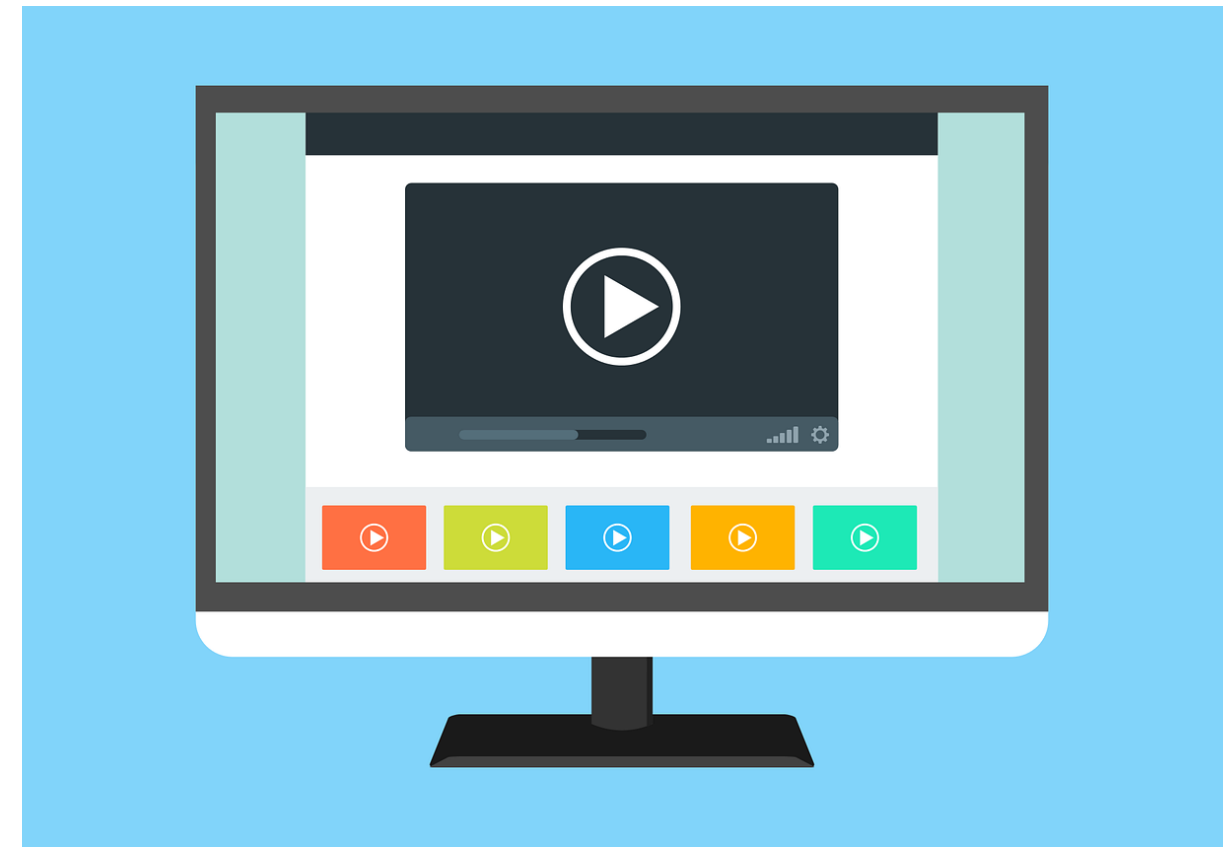
professional image in the eyes of your customer? The first impression you make on a potential customer can reap rewards for the long-term potential of that customer and the references they will make - leading increased sales potential!





7. ADD PROFESSIONAL SIGNAGE ON YOUR TRUCKS

This is an ideal advertising opportunity. The sign should include your business name, phone number, web address and a reference to services you provide – for instance, do you provide 24-hour service? Think about what makes your business stand out and try to summarize that in just a few words.



7. ADD EDUCATIONAL VIDEOS TO YOUR WEBSITE

Link to YouTube presentations or product demonstrations. Talk to your distributor about what they might have available to help.