



What is the Magic Formula for Developing a Successful Security Sales Organization?

By: Lou Sepulveda

What is the Magic, Lou? What's their Secret? How can they grow so fast and so successful?

Those are some of the questions I have heard asked by companies all over the United States and Canada, all looking for the "magic formula" for Security Sales & Management Success.

The fact is that growing a sales department isn't magic at all. I have discovered it is very simply a process which can be duplicated over and over again with amazingly accurate results. When you know the process you can, for example, predict within a couple of percentage points the number of sales that can and should be produced on a daily basis given the number of salespeople employed. You can replicate the process over and over again, once armed with the knowledge.

But all that presupposes that you the dealer/sales manager also know how to prospect for leads, make sparkling presentations, handle objections, and close sales.

However, I'm often asked, "What if managing sales is not my strong suite? What then?"

There are many important, if not, vital roles in a successful security alarm dealership. Sales management is one of those roles. If sales management is not what you are best at, then at some point, if you are to grow your company you will need to hire or identify a candidate to assume that important role.

Which brings me to the next question, if it is true that many of the best salespeople do not necessarily make the best sales managers, then should the sales manager your company hires come from the sales ranks?

Let's look at the sports world for the answer to that question. Should a football coach have playing experience? Should a basketball coach have playing experience? Should a golf coach have playing experience? While the answer may not be an absolute yes, it surely is a preferred yes.

Part of the challenge facing a sales manager is earning respect from the sales force. Let me repeat an important word in that statement: EARN. You can try to demand respect but that won't get you respect.



To get the most out of a sales team they have to respect their leader. It helps when the sales manager can honestly say “I’ve been there, done that, and EARNED the t-shirt.”

The best kind of sales manager is one who followed a process when he or she was selling that can be demonstrated and duplicated. The best sales manager is one who “did it by the book” and was successful. It is far easier to replicate success when there is a “model” plan for achieving success in place. In one of my books I call that model or plan “The Formula for Selling Alarm Systems.” The Formula suggests a step-by-step selling plan to win the sale.

For you company CEOs and Presidents, here is a question for you. Let’s suppose you learned of a workshop or seminar that was being held that taught prospecting, presentation, objection handling and closing skills. Would attending such a seminar make good financial and business sense? I think so. If you knew of a seminar that could teach your salespeople how to self-generate leads, make sparkling presentations, and taught them how to answer the most common objections salespeople face in the security industry, would you consider the financial and time investment worth making? What about your sales manager, should he or she attend?

The best sales managers are the ones who can take a salesperson in the field at a “drop of the hat” once discovering the salesperson is weak in any area, and demonstrate to that salesperson how the needed skill works. Telling a salesperson “you have to get better at self-generating leads” doesn’t solve the salesperson’s problem. Telling a salesperson “You have to be a better closer” doesn’t solve the problem the salesperson is having answering objections and closing sales.

To grow your security alarm organization you also have to be a master recruiter. The leading companies in security sales are always recruiting new talent. For sometimes unknown reasons turn-over happens in all sales businesses, and the alarm industry is certainly no exception. We all understand why weak salespeople quit. If they can’t support their needs selling they have to move on to something else. However, even strong, successful salespeople leave. Which begs the question, why?

Another important ingredient in developing a successful security sales department is a work environment that fosters staying put, not quitting for what appears to be a better opportunity. Too few companies consider their work environment as a tool to keep good salespeople.



I believe part of a formula for keeping salespeople is this: **CP + \$ + Fun**, which, of course means, **Career Path + Money + Fun**. All three of these ingredients must be present in your organization if you want to keep good salespeople. Break it down and think about it.

To keep good salespeople longer, develop a career path that is easy to see. Make sure the money they can earn is attractive. And do all you can to create a fun, I love to come to work environment in your office.

With more than 30 years of experience, Lou Sepulveda is the security industry's number one sales trainer. His book "The Formula for Selling Alarm Systems" was a number one bestseller.