

TECH UPSSELL PROGRAM

Capitalize on Your Sales
Opportunities with One
Simple Question...



*Will
there
be
anything
else?*





Put Upselling to Work for Your Company

The Tech Upsell Program is designed to reward team members who can educate and upsell buyers on additional products and services that can help meet their lifestyle and security needs.



Why Upsell?

Increase Profit Margins & Recurring Revenue

Improve Customer & Technician Retention

- ✓ Improve Business Profitability
- ✓ Increase Customer Engagement
- ✓ Meet Customers' Lifestyle & Security Needs
- ✓ Provide Technicians Advanced Sales Skills & Added Income Potential
- ✓ Boost Employee Satisfaction & Retention



Upselling Helps Grow Your Business.

LOWER ATTRITION

On average, residential companies lose 8% - 15% accounts per year. By supplying systems that go beyond basic security to provide safety and convenience to your customers, they're less likely to cancel services and to be more satisfied with their relationship with your company. Customer satisfaction parallels customer retention and lower attrition.

INCREASED SALES & RMR REVENUE

Acquiring new accounts is time consuming and expensive. One of the best ways to recover costs is adding on product options at the point of installation. There's never a less expensive or more compelling time to get a bigger share of the sale for improved profitability on your company's bottom line without increasing your installation cost.

TECHNICIAN RETENTION

Traditional alarm technicians provide your company with quality installations and service. However, many alarm companies overlook the trusted leverage of their technicians' expertise to identify opportunities to add product and services on their appointment. This practice will benefit your company and your technicians to have more income potential to earn commissions and develop sales skills important to the position.

A WIN FOR YOUR BUSINESS, YOUR CUSTOMERS, AND YOUR TECHNICIANS!

Call 423-302-0091 for assistance with your plan, or for more information.

With MacGuard's Tech Upsell program, implement a proven system to help your business retain valued technicians with more income potential to offer additional products and services to customers while in the home or business.



EXCLUSIVE TECH UPSELL PROGRAM INCLUDES:

- Custom business goals and objectives, including minimum upsell ROI targets
- Upsell Program processes & procedures
- UpSell menu for security & smart home options
- Customer point-of-sale leaflet
- UpSell order form
- Operations commission & bonus program guide
- Training & coaching guide
- Virtual kick-off meeting
- Kick-off meeting guide & PowerPoint presentation
- UpSell sales board guide
- 3 hours ongoing mentorship, follow-up consultation

LET OUR YEARS OF SECURITY EXPERIENCE WORK FOR YOU

Kirk MacDowell and MacGuard Security Advisors are your trusted electronic security experts. We understand the trends that affect your bottom line and the growth opportunities within your reach.



Kirk MacDowell founded MacGuard Security Systems in 1982 as a bespoke alarm integration company. Over the past 40+ years, he held leadership positions at a SDM Top 50 company, GE Security, UTC and Alarm.com. MacGuard Security Advisors has transformed to a full service consultancy firm with expertise in:

- Strategic Growth Initiatives
- Business & Sales Development
- Acquisition Analysis
- Customer Satisfaction Surveys with Likelihood to Stay Score™

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