

BUILDING A SALES CAREER WITH ASC

Introduction

Since 1985, ASC has been building a portfolio of satisfied customers, while establishing its market position as a leading independent security alarm dealer and installer in the Washington, DC metro region. Today, ASC is preparing for our next twenty years of growth by investing in future staff and customers. ASC is offering motivated individuals a unique financial opportunity with autonomy, responsibility, recognition and development, to work as an authorized, certified, ASC Sales Consultant.

ASC is a family-owned and operated firm headquartered in Washington, DC. ASC specializes in burglary, fire, personal safety, surveillance systems, intercoms, access control, door controls and environmental protection. ASC installs, maintains, monitors, and upgrades security systems for businesses, institutions and homes. ASC also takes over existing systems installed by other companies.

About Our Owners

Lamar Cox, the President of Cox Industries, Inc. is an electrical engineer with 29 years of experience in the security field. He was the lead manager for Sperry Corporation and later Honeywell, in the development of advanced security sensors and in the design of security systems. He was Honeywell's SDI (Strategic Defense Initiative) sensor expert, and provided security advice to the U.S. military. As a corporate manager, Lamar Cox worked closely with law officers across the country in the development and improvement of security devices.

Sandra Cox, Vice President of Cox Industries, has 30 years experience as a business owner and manager. She has been responsible for managing both for-profit and non-profit companies. As a retired educator, her specialties include training, program development, and employee incentive programs.

About Our Reputation

When local area residents contact Honeywell, America's oldest and largest manufacturer of alarm security equipment, Honeywell recommends **ASC** for servicing its alarm systems in the DC, MD and VA area.

Our customers eagerly recommend **ASC** for our cost-effective, thoughtful designs, our neat, high quality workmanship and our prompt, reliable service. Ninety percent of **ASC's** new customers result from referrals made by satisfied customers. ***Our good reputation is our most prized possession.***

ASC Sales Consultants

Sales Consultants work and earn via a flexible incentive-laden program as 1099 Contractors, who must undergo an ASC certification process. This process includes demonstrating strong knowledge of ASC products and services. Upon certification, Sales Consultants begin marketing and selling ASC products. Sales Consultants enjoy a flexible schedule and manage their time in order to generate maximum sales and installations. Sales Consultants must adhere to ASC's Standards and Protocols of Professionalism.

Scope of Work

The ASC Sales Consultant is responsible for generating new customer orders for the installation of ASC monitored security protection options. In order to accomplish the monthly quotas, the Sales Consultant must strategically manage the use of his time on a daily basis. In particular, the Sales Consultant will perform prospecting, possess strong knowledge of ASC products and services available, seek referrals from existing satisfied ASC customers, set appointments for product demos and installation, make sales calls, give effective product presentations, close sales orders and provide after-sales service to newly acquired customers.

I. Task Categories

A. Responsibilities:

Sell burglary, fire, and medical emergency alarm systems, surveillance & security monitoring services to individuals and businesses. Assess customer needs and make system recommendations accordingly

B. Duties

- ✓ Utilize the ASCprotects.com website features and forms to close sales orders
- ✓ Contact prospective customers through company-generated leads
- ✓ Generate new business through different types of self-generated leads
- ✓ Contact existing ASC customers for referrals
- ✓ Call on customers to represent the company in a professional manner and explain security monitoring services and to demonstrate alarm systems
- ✓ Examine customer's home or business and analyze customer's requirements
- ✓ Recommend security system to meet customer's needs
- ✓ Schedule customers for installation of equipment and complete all necessary contractual paperwork
- ✓ Write and type proposals for the installation of new systems and additional security equipment orders
- ✓ Maintain and keep up to date with business correspondence
- ✓ Explain operation of security system before installation
- ✓ Present a professional image of ASC to current and potential customers
- ✓ Other duties as assigned by Management

2. Minimal Eligibility Requirements

- Satisfactory Criminal Background Check
- Neat appearance
- Character traits: honesty, integrity, reliability
- Quick learner, capable of independent study
- Strong communication & interpersonal skills
- Strong Presentation Skills
- Legible handwriting
- Strong desire/motivation to work as Sales Consultant
- Have reliable transportation and clean driving record
- Computer literacy and familiarity with Microsoft Office Applications and the Internet
- At least two years related sales experience and/or training; or equivalent combination of education and experience. Related sales experience includes selling door-to-door, selling technical or electronic products to homes and or businesses

3. Essential Knowledge and Skills

- Knowledge of the Company and the ASC protocols for security protection systems design
- Knowledge of ASC product offerings
- Knowledge of the basic operations of the GE and Honeywell consoles
- Knowledge of safety and security risks and the mechanisms for safeguarding a home or business property.
- Knowledge of security keywords, terms and phrases.
- Bi-lingual Spanish/English preferred

4. Certification

- Must pass ASC Security Knowledge Test
- Must attend all training sessions
- Upon completion of the ten hour training, Sales Consultants will receive certificates of their official status as Authorized ASC Sales Consultants

5. Training Program Description

- Workshop – Day One: Sales Consultant Orientation
 - i. Welcome Remarks from Owners and Staff
 - ii. Brief Company Overview
 - iii. Role of the ASC Sales Consultant
 - iv. Compensation Opportunities
 - v. ASCprotects.com

- Workshop – Day Two: Hands-On with Security Systems – Hardwired and Wireless Alarm Systems
- Workshop – Day Three: Hands-On with Security Systems – CCTV, Access Control and Intercoms Systems
- Workshop – Day Four: Prospecting and Leads Management – Door-to-Door, Telephone, Associates, Networking and Concept Corners
- Workshop - Day Five: Candidates take ASC Sales Consultant Certification Exam (The test covers all materials and security topics discussed throughout the orientation and workshops.)

6. Resources Available to the Sales Consultant

- Administrative Support
 - i. Documentation
 - ii. Sales Processing
 - iii. Scheduling
 - iv. Sales Leads
 - v. Promotional Advertising
- Technical Support
- Sales Tools
 - i. Web
 - ii. Print

7. Special Pricing on ASC Products and Installations in Sales Consultants Personal Residence

ASC Sales Consultant Protocols & Standards of Professionalism

Attire

ASC Sales Consultants are required to wear Professional Business Attire. No apparel with any other logo may be worn while carrying out the duties of an ASC Sales Consultant.

Job Scheduling

1. Sales Consultant will consult with ASC office before establishing an installation date with a new customer.
2. Sales Consultant will review with the Sales Manager the status of his efforts on weekly basis.

New Account Paperwork

Sales Consultant is responsible for the completion of required documents. Sales Consultant must submit all signed paperwork and payments to the ASC office on a daily basis.

Cancellations and Delays

Punctuality is essential to the reputation of ASC. Sales Consultants must notify ASC when a scheduled appointment must be canceled or rescheduled.

Smoking and Drug Use

1. Smoking is not permitted anywhere inside the ASC building or on customers' property.
2. Being under the influence of any drug or alcohol or the use of drugs or alcohol on any ASC or customer's property at any time will result in immediate termination of ASC Sales Consultant.