

1 The Opportunity

Current Business Climate; Why Change?

Down 51%
CE up by 3%, but so what?

Are you where you thought you would be?

Construction Dependence – down 73%

Looming “Game Changers”

The “Connected Home” Tsunami
ADT buys Brinks the timing matters

Consumer Attitudes

Sources of Information, who can you trust?

Evolution of the Industry

It’s New and Scary

Could not have happened until now
Wireless technology
Broadband penetration
Major Players- their commitment and research
Major Advertising
So was Multi-room Audio/Home Theater/Dimming Control

What are you going to do instead?

Where are you after the boom?
It was always a flawed business model

Even if construction had gone on growing forever, it was not good for you

It spawned competition, distribution, price strategies for commodity offerings

The Difference Between “Specifying/Bidding” and “Direct Sales Within the Home”

The Importance of Understanding

Neither Good nor Bad, Just Different

Characteristics of Contractor Bidding

The Characteristics of Direct Sales

Construction Variants

New Construction

Remodel – Complete

Remodel – Home Improvement

Electronic Upgrades

3 Business Considerations

Begin with the end in mind – Stephen Covey

The Three “R”s

Repeat
Referral
Recurring Monthly Revenue (RMR)
RMR Projections

Project Duration

Extended by Construction
The Treadmill Effect
Compressed within the Home
The “Sweet Spot”

Exit Strategies

Entry and Exit Barriers

Market Size- You need lots of prospects to make it a true numbers game

Business Design -
The Best Way to Make Money is by Repetitive Delivery of a Standard Product into a Niche Market

“If you really love high end installations, do what your clients do and hire an integrator to do it with the money you make in business” - Rob

The Resulting “Blue Pie Strategy”
You cannot jump a chasm in two leaps

RMR Design -
What you offer in return for RMR

24/7 Service and Availability
Web and Mobile Device Access
Consider Equipment Leasing and Protection from Obsolescence

4 The Basic Message – For the Client

Message Choices - Samples

“what we did for your neighbor just a few years ago that cost a fortune and took three years, we can do for you in a week for half as much. The same technology that has made TVs so cheap and wireless internet is how we do it”

“this equipment will save enough energy to pay for itself within 6 years, including that new Media Room”

“this equipment will save enough energy to replace X number of trees”

“this equipment will save enough energy to replace X number of barrels of oil from the Middle East”

*Social Science techniques -
“It’s the right thing to do”
It’s “on-Star” for your home*

Pragmatic Message Selection

The Electronic High Performance Home
Pragmatic
Flexible
Select Offerings
Obtain licenses
Identify Staff or Contractor Needs
Select Monitoring Station
Select Manufacturers
Design Standard Packages
Consumer Financing
Sales Tools
Sales Training
Design Your Strategy
Cooperative Dealer Program



6 Transition Steps

“A goal without a plan is just a wish”

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**Overview
Considerations
Strategies
Decisions**

Chapter 1

1 Initial Considerations

Establish Criteria, does a specific offering:

- Help you sell?**
- Pay for itself
 - Fit your message
 - Generate Excitement
 - The "high performance home"
 - The "the connected life"
- Help you Close?**
- Something you can give away?
- Help you sell more?**
- Something you can give away?

Support your business goals?

- Labor Profiles -how talent &time is spent?
- Profit Per Hour – how is the enterprise sustained?
- Value Per Hour – how do you build value?
 - Classic Guidelines
 - Creation Multipliers
- The Profit vs. Value Balance

The rules of the game

- Utility Play vs. Consumer Play

Glossary

- UMPC – Ultramobile PC
- Demand Response

2 Smart Thermostats

- HAI
- Control4
- Crestron
- AMX
- Radio Thermostat

3 Control Platform

- iControl
- AlertMe
- Apple
- Crestron - Prodigy
- AMX
- Savant
- Control4
- Phillips Pronto
- Home Logic
- HAI
- Cortexa
- URC
- HomePlug

Hibernation Strategies

- Security Arming Levels
- Garage Door Position
- Exterior Door Locks
- If Then Time/Event
- Dedicated Button
 - Intel- Hello Goodbye
- Remote Access

4 Energy Management System (Home Dashboard)

- Power House Dynamics
- The Energy Detective (TED)

5 Security Systems

- GE Security
- Honeywell
- Bosch
- HAI

6 IP Camera Systems

- Baldwin
- Kwikset
- Schlage

7 Entry Control

8 Lighting Control

Wireless System Options

- LutronRA2
- Control4
- Crestron-Prodigy
- Vantage
- Insteon
- Schneider Electric - Neo
- Leviton ViziaRF
- Cooper AspireRF

9 Lighting Fixtures

10 Outdoor Lighting

- Sol Inc

11 Alternative Energy

12 Generators/Whole Home Surge Protection

13 Entertainment Distribution and Media Systems

- Bose
- Nuvo
- Russound- Collage
- Sonos
- Channel Vision - Aria
- Klipsch

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2 Radio Ads

3 TV Ads

4 Print Ads

5 Website and Web Videos

6 Internet Ads

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- 3 Political Affiliation
- 4 Home and Garden Shows
- 5 Niche Market
- 6 Referrals
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- 8 Referral Agents

- 9 Eco Parties and "Unveilings"
- 10 Specifiers
- 11 Monitoring Accounts
- 12 Customer Lists
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How to Prospect

Chapter 4

How to Use the Tools

- 1 Presenter
- 2 Simulator
- 3 Auditor
- 4 Accumulator
- 5 Approximator
- 6 Savings Calculator

ROI Compared to other options

Building Credibility

- 7 Trust
- 8 Expertise
- 9 Body Language
- 10 Attire

Reading the Prospect

- 11 Type Casting
- 12 Body Language
- 13 Mirroring
- 14 Pacing

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How to Present

Use Technology to Sell
Technology

Chapter 5

Selling in the Home

How to Use the Tools

1	Presenter
2	Simulator
3	Accumulator
4	Approximator
5	Savings Calculator
6	

Building Credibility

7	Trust
8	Expertise
9	Body Language
10	Attire

Reading the Prospect

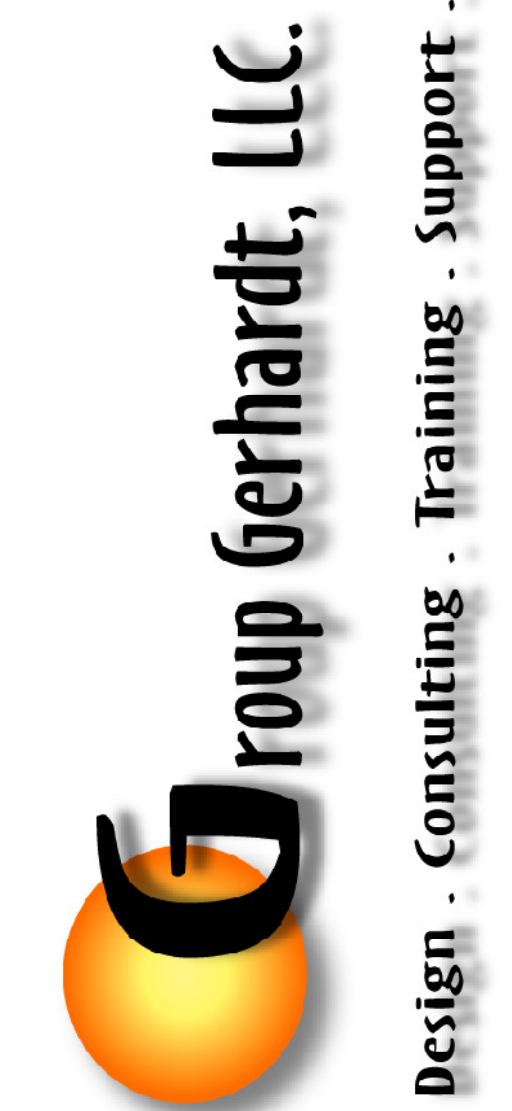
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Use Technology to Sell
Technology

Chapter 5

In a Bidding-
Contracting
Presentation

1 Introduction

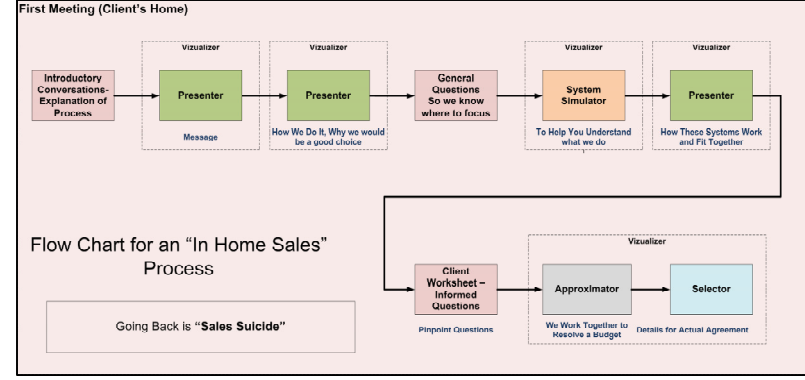
2 Meeting Process

3 General Questions

4 Refined Questions

5 Simulator

6 ROI – "Savings Calculator"



7 Approximator

8 Proposal

9 Structuring the Script to Answer Objections

10 Isolating Objections

11 Objections

12 First Call Specials

13 Inoculation

Potential Referrals
3 Day Rescission

Price Objections
Value System Perspective
Structure a Methodological Response
The difference is how you explain the difference

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How to Sell –
In the Home

Chapter 6

1 Introduction

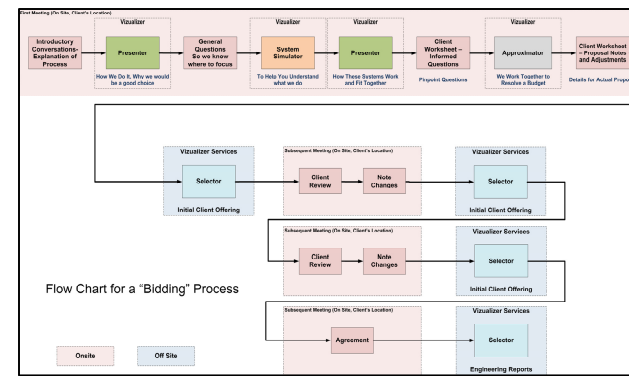
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2 The True Cost of a Bad Hire

3 The Three Requirements

4 Job Description

5 Advertising and Sources of Talent

6 Advertising Strategy

Can they do the job?

Will they do the job?

Will they fit in your organization?

7 Scripted Questions/ Answers

Validate Skills and Knowledge with Questions

8 Initial Interview

Logistics
Where

9 Testing Strategies

10 Call Back Interview

11 Compensation Strategy

12 Orientation and Quick Start Strategy

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