

The Business Security Prescription

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When's the last time you were at the doc's office? I'm sure you were handed a front-to-back questionnaire sheet, by an assistant, to complete prior to meeting with your physician. Then the Doc comes into your exam room, browses your sheet and starts to discuss your past and present medical conditions. Here is where you must put out all your dirty laundry on the table. You've got to go over your hernia operation from 10 years prior, the discolored stools from 5 years back, the pulled groin from last year and the sudden weight gain of 15 pounds (this better not be the case because if you're doing my Workout of the Day you should be getting a thumbs up from the doc due to a 15 pound weight *reduction!*)

Then you're asked probing questions that you must answer completely and honestly—after all it's for your own health and welfare! The whole situation is a bit intimidating and that clipboard plays a *huge* role in it. It is the symbol of absolute authority because that's exactly what a doctor has over you and your health needs. Who else carries such weight?

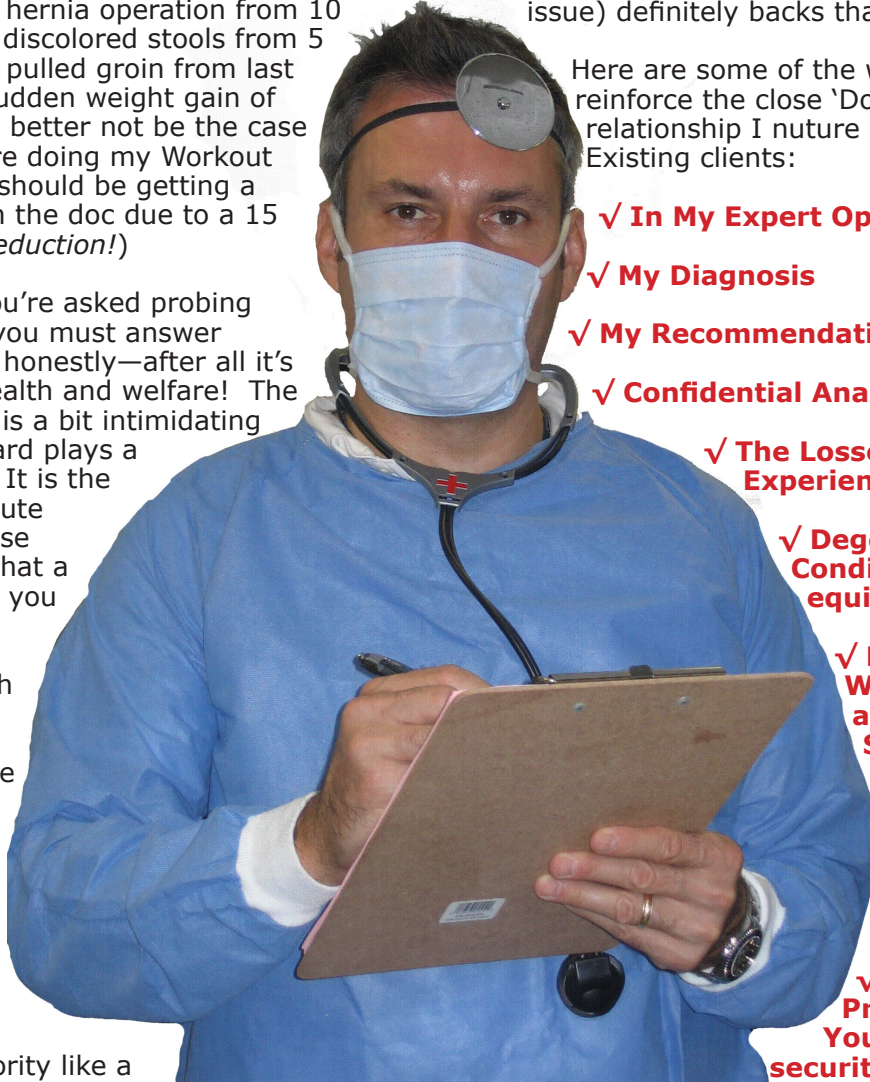
There are certainly other authoritative figures in our society—such as government, police and religious. But no other mortal embodies the symbol of authority like a doctor and his clipboard.

That being said, where the hell is your clipboard and questionnaire?! I got one! And my questionnaire is a 32-Point on-site Security Analysis. Let me tell you, when I whip out that clipboard (minus the doctor outfit) and go over the questionnaire and conduct a site survey with potential clients, the look on their faces is priceless! I get all kinds of remarks from the questions I ask and

the site work I conduct. Mostly, amazement because the questionnaire and site work is so comprehensive that many people didn't think of some of the security protection needs that come up from conducting the analysis and I end up with **a lot more work** out of the job because of it! I have also positioned myself as the "resident expert" on security and my proposal package (as depicted in our last issue) definitely backs that up.

Here are some of the words I use to reinforce the close 'Doctor/Patient' relationship I nurture with Potential and Existing clients:

- ✓ In My Expert Opinion
- ✓ My Diagnosis
- ✓ My Recommendation
- ✓ Confidential Analysis
- ✓ The Losses You're Experiencing
- ✓ Degenerative Condition (outdated equipment)
- ✓ Provide You With a Healthy and Happy Security System
- ✓ Lifetime of Security
- ✓ Easy To Remedy
- ✓ The Prescription For Your...(specific security problem/issue)
- ✓ Re-Exam The...(specific situation/issue)... During Our Next Visit



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