

Get Down To South Beach Now!



Bob Maunsell
Security Marketing Guru



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Electronic Security
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**One-Of-A-Kind, FREE
Exclusive Boutique Event
For The Security Industry.**

(Audio Transcript)

Bob Maunsell The Security Marketing Guru™

Bob: Hey everyone its Bob Maunsell, The Security Marketing Guru. Today with me, I have a couple of really good friends of mine on the phone. One of them is Rick Miller from my office. He is my online and offline business building expert, strategist extraordinaire. Also, a good friend of mine, Dave Pagano, from ASP (Advisory Summit Providers.) Dave is going to share something he is having down in South Beach, October 16th-18th that is really going to blow your socks off with the event he is going to detail for you. He's going to tell you about something that's really special, and he's going to give you an incredible offer as to why you should see yourself down in South Beach in the middle of October. Without any further ado...I saw your ad. It was in the Security Sales and Integration magazine. A big industry insider magazine and I thought it was a pretty good thing. Why are you calling this a game-changer?

Dave: Well Bob, first of all thank you for having me. This is a great opportunity. I've had an awesome experience working with you and Rick so far, and I'm really looking forward to putting on a fantastic program for everyone that attends. Basically, the reason we call it a game changer is that when you attend any event there are certain things that have become standard practice. So, you pay a registration fee, you go find what you want to see amidst the rows of dealers and products, you wander around and look at cool stuff. Maybe exchange some business cards, you know the deal. It's pretty common. So we identified that people need something different, something more personal. It's very hard to get down to the details of business when there are literally thousands of people around you trying to do the same exact thing. So what we found is that by keeping the group small and working with about 80-100 attendees, it creates an environment where people are more comfortable with each other, and network much more effectively. Not to mention the fact that they don't have to pay for it, which is always a plus.

Bob: Could you back up? (laughs) This isn't a bad recording but you said this event, everything is picked up for them, it's completely free?

Dave: Mmhmm. That's correct. It's...like I said, you're working up against a standard

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practice. We've found that from an attendee standpoint, when you pay a fee to go do something, go find things, go meet people, it's not the same experience as if you are actively involved in the process. So rather than paying a monetary fee to attend and participate in the program, our attendees work with us to help build a successful event. So we will go through and work on an individual basis with each one of our attendees to understand exactly what they need, and what their interests are, and then tailor the content of the event around those interests. So, yes it's monetarily free, but the time that they put into it, obviously time is money and nothing is free in life, but they see a great reward in being able to build something in their interests.

Bob: That's awesome. You're really talking about a game changer. You're having an event that is completely counter-culture to what's going on with events in the security industry where everyone has to pay and fly out to some of the bigger trade shows like ISC West, ASIS. I mean that's on your dime.

Dave: They are, absolutely. I actually had the opportunity to go to ISC for the first time and, I mean for me it was unbelievably overwhelming. The amount of things that there are to see and do, and the exhibits, experiences, and people, it's assault on your senses. You have to be physically and mentally prepared to go in and to be successful in going through that event. You can get certain things out of it, and there a lot of great things that you can take away, but when we have taken a step back and taken it to a customer service level and looked at exactly what the attendees want, we kind of mitigate the wandering, looking, and trying to source all of the information. We really just put them in a position to get the information they need efficiently and get back to work so that they can implement it in their business.

Bob: Exactly. It's going to be a really niche, boutique event that you are putting on that is going to be centered for security dealers, integrators, players in the industry who really want to take their business to the next level.

Dave: That's right, yes, that is exactly what we are aiming for. It's been a great

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process and we have learned a lot of great things from the people we have been working with. One of the biggest interests that we have identified throughout our process is recruiting. You can imagine that for any business to be successful, you need to have good people selling your products and being the face of your product. It's very important to make sure that they are qualified and trained properly. For us, and for the interests the attendees have outlined to us, reaching out to a staffing company wouldn't have really done the industry justice. We have identified a little bit more unique approach, something a little bit more creative in helping to bring qualified candidates into the industry. Bob you were in the military right?

Bob: Yes I was.

Dave: Was it Air Force?

Bob: Yes, I was a Sergeant in the United States Air Force.

Dave: Beautiful, then you will appreciate this. So like I said, rather than reaching out to a staffing company, we have reached out to a branch of the US Department of Labor called the Veterans Employment and Training Services. They will be joining us this October to participate in the program, and the purpose they will be serving to educate our attendees on the programs and initiatives out there to recruit veterans both after service, and approaching the end of their service. So given the training and leadership that you learn in the military, you know first-hand, it's a perfect alignment with the security industry. It will ultimately bring that qualified candidate pool to this group of attendees and hopefully filter out through the rest of the security industry.

Bob: That's great. So that's one of the guest speakers you will have in attendance down in South Beach?

Dave: One of the many, yes.

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Bob: Okay, why don't you run through some of the niche experts that you're going to have down in South Beach on display for your pool of attendees?

Dave: Sure, absolutely. Through our process, I just want to put this out there, since we do work with the attendees to build the content around their interests, we are constantly working on the schedule to make sure that is tailored around what their specific interests are. So as we continue moving toward event, we'll continue to add things to the program. So far, for speakers and people that will be coming down to educate and share perspectives and thought leadership, Alarm Capital Alliance is my Diamond Sponsor for the event. Amy Kothari, the President (and CEO), and Kelly Bond, as well as Jason Grelle will be in attendance. They will be working with the group to educate them on resources for capital. Now, in today's economy, everyone is aware that money is kind of an issue. It's one of those things where you have to be very conscious of it because there isn't much out there, and it's always being sought after by competitors. So for the attendees to learn this, and to be able to find these sources of capital and to learn about the program that ACA is offering, it will give them a position to, when they go back to their company, set up a plan for growth and strategize on ways to use what they have learned and implement it in their daily business.

Bob: Money is king.

Dave: That is right. (laughs) That is absolutely right.

Bob: Rick, do you have anything to say?

Rick: Well I just like the whole concept of this event. I mean Dave can articulate it much better than I can, but I like the leadership and coming at things from a strategic viewpoint. A lot of these other events I've been to are essentially content based, or products based, or tactical based, whereas I just think the whole leadership and strategy concept is much better. If your strategy and your philosophy within your

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business is not there, then you have mediocrity at best and I just like the whole concept of the event. I just really appreciate what Dave has put together and all the guys up there, and it's I'm just looking forward to it. There are a lot of things that we want to talk about when we are there to attendees, and some of the other speakers and what they are going to speak about, it's just amazing. Looking forward to it, really happy to be there.

Bob: Good.

Dave: We are very happy to have you. We are very happy to be able to work with you and Bob and to bring you down to the program and show the attendees how to market to their existing customer bases, how to penetrate new customer bases, how to avoid the phase out of technology and the 2g sunset and how to market ahead of it to make sure they are staying at the forefront of emerging technology and ultimately what is being offered in the industry. The nice thing for us is that the leadership aspect of the whole program comes from the industry. As the company running this, we do not have a bias one way or the other when it comes to companies in the industry, or manufacturers, or this that or the other. We are looking to deliver exactly what the attendees want. We want to make sure that when they come there, everything is exactly as it was presented, that their schedule, their personalized individual schedule reflects the interests that they have given us in their eMarketMatch compatibility match system, and that ultimately every minute that they spend in Miami at our event is spent learning, or meeting people, or doing something constructive to help them grow.

Bob: That's awesome.

Rick: Bob, I did say that Dave could articulate it better than I did. (laughs and chatter)

Bob: I was going to compliment you on that too Dave, it actually sounded like

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eHarmony for security dealers how you are matching people.

Dave: It's funny you say that. When we are trying to relate it to people who really have no idea how you can build an event backwards without having the money in place first, that's usually what we say is that we are like eHarmony without the romance. In Miami there may be romance, I can't really see the future, so you never know.

Bob: That's unbelievable, and you said a couple of things too. The sunset of 2G technology, then going back and educating your existing clients on new technologies, and attrition, there was something else that you said too...

Dave: Well there's a whole slew of interests that our attendees have outlined to us; those are just some of them. Things like back office management operations and improving efficiency, that's huge too. A lot of companies lose precious dollars not only in money, but also in time doing paperwork and ultimately doing the things that can be streamlined with the right piece of software or with the right program in place. These are the topics we have identified as we continue moving forward, but it's based around the things that can make their lives easier, and ultimately make it a better experience for the end user.

Bob: Your event is a more holistic approach to growing your security business?

Dave: That's right, we don't want to focus on any one piece of it because like I said, the program is built by the attendees so if we focus on one piece then we are completely forgetting the rest of their interests, and that isn't fair to them. If we can dial down those interests, and specifically target them and give them the information that they need, then ultimately when they take the information back they don't have to sort through flyers and pamphlets and all of the extra stuff that would make it to get down to the important things, and they can just move right ahead with whatever they were interested in.

Bob: There is a couple of things here, we can talk about return on investment,

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the ROI. For any security dealer or integrator that comes to your event and they implement, it's going to be huge. It didn't cost them any money so anything that they make off of this could be 10, 15, 20 fold bigger with the ideas that they can generate if they implement. The other aspect of this Dave that I see, is what people don't talk about but what I like to talk about in the industry is ROR, return on relationships. Look at the relationships that you're going to develop, create, and nurture down in South Beach having a drink on the back deck, having a cigar with me, chewing Dave's ear off, chewing Rick's ear off, those are good relationships.

Dave: If you can, work your imagination here a little bit for this. If you can, picture what it would be like to be standing amidst 10,000 people with various job titles, and trying to find one person who has the ideas that you need to help grow your business. Sounds kind of daunting doesn't it? For us, when we take the group down, and we bring it to that smaller scale, we only work with the decision makers of these companies. We bring together the people who have the ideas, who have been through that problem before, overcome it, and we put them all in one place with no one else. It is just them.

So the networking, you're not talking to a sales guy or someone who really doesn't have any idea of the things needed to grow the business. You're talking to CEOs, Presidents, and Owners of companies just like yours from throughout the country and comparing notes, and sharing ideas, and ultimately finding solutions to challenges that you have that they may have already been through. As far as the ROI, it's funny to say this because there isn't really an up-front investment for the attendees, but the time investment and the time out of the office for them is the biggest piece for us.

We totally understand that for someone running a business to be out of the office for 3 days, it's going to take a lot out of the rest of the staff, and ultimately it's a huge investment for them to not be there to oversee their baby. We need to make sure that when we deliver this program that the return on investment is delivered through

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content and through the value of the meetings that they participate in. I can't really pay them back in time, but I can find a way to make sure that the time that they have is well spent and that they are happy and pleased and when they leave, they are ecstatic and have a bunch of new information to take back with them and use.

Bob: That's awesome, that's really good Dave. What else, I think we've pretty much covered...

Dave: I think so, we've made it through quite a bit here...

Rick: Oh, hold on, it is Stone Crab season in October...
(laughs)

Rick: Miami? I mean...Stone crab season in Miami here.. (laughs)

Dave: I'm thinking that if the Eden Roc doesn't have some good seafood for us there very well might be a riot. From what we have seen and the site visits we have done, it's going to be an awesome venue. The beach is on one side of the hotel, the intercoastal waterway is on the other side, you're right on the strip, and we'll be just out of the hot season so it will be nice and comfortable. I live in NY, we see a lot of snow up here, and quite frankly for me I'm very much looking forward to getting out of that and getting to Miami for a little while this fall.

Bob: Oh same here. I love Miami Beach, I've been there at least 10 or 12 times. Cuban music, Cuban food, mojitos, it has everything going for it. Plus you're going to be guaranteed a great event, and a great time with ASP, there is no doubt about that.

Dave: We have a lot of great support like I said, Alarm Capital Alliance is my Diamond Sponsor. We just started working with Telular for our interactive services portion of the event, we have a lot of great industry leaders attending, it's going to be an awesome forum with a lot of knowledge being shared. I know it sounds cliché

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to say it, but I don't want anyone to miss it because there is going to be so much you can take away from it, it will literally blow your mind.

Bob: That's awesome. Okay, David I appreciate your time, and Rick thank you for taking time out of your day too. We'll talk to everybody down there, and hopefully we'll see you down there in South Beach, October 16th-18th.

Dave: Bob it's been really great talking to you guys, I really appreciate your time and for doing this for us, and you will definitely see me. I'll be the one running around like a chicken with my head cut off making sure everything is perfect.

Bob: That's awesome.
(goodbyes)

End