



# SAFE ZONE

## SAFE's New Sales Commission Program takes off

*It's a Win Win situation for alarm dealers!*

**Today more than ever**, with use of the internet and other media sources our customers have become smart shoppers. Many have invested hours re-searching products and services before contacting you for your bid... And when they do, is your sales team prepared and *fully* resourced to close the deal? Is your price point competitive?

There is nothing more frustrating than losing a prospective customer because of not meeting their budgetary limitations. Your sales people will probably tell you, "We need more tools to be competitive!"

At SAFE we've developed an exclusive program just for our SAFE Authorized Service Providers that will allow your sales team to compete in an aggressive market and meet the needs of the budget conscious customer. SAFE's New Sales

Commission Program will give your team the edge they need to capture those sales you would have typically lost and turn them into cash and ongoing service revenue!

The program is commission-based and requires no capital outlay on your part and only \$99.00 from the customer... you bring in the lead, close the deal on a SAFE 36 month Agreement at \$28.00 per month and we drop ship the equipment to you to perform the installation... which by the way we pay you for! It's that easy... no red tape, no hold backs, no charge backs! **This program is a Win Win situation for all involved.**

Don't have time to sell to all your prospects? You can also send SAFE the prospect name and we will close the deal for you. We will pay you a lead fee if we

close the deal and send you the install. *Another Win Win situation!*

### **SAFE's NSC program provides even more benefits**

Dealers in our NSC program not only earn commissions for SAFE sales, but

- Have access to helpful marketing materials
- Earn points for free trips (more on this in our February issue)
- Earn generous lead commissions if too busy to sell
- Take advantage of SAFE's parts buying power

For more information on this program and how you can add this tool to your tool box, **call Wendy Bosbach at SAFE Security today.**

800-669-7779 x 238

## SAFE Encourages Cellular and Radio Back-up for Customers with VoIP

**SAFE's ever-expanding service department** is now offering cellular and radio back up for our customers with hardwired and wireless systems. With the current increase in the number of customers switching to VoIP we are also encouraging customers to use cellular and radio back up as a reliable solution to power outage possibilities.

**Currently we are using two main devices for customers without a land line.**

**Uplink- The Universal Alarm Transceiver.** Uplink connects to all existing control panels. No field programming is required for installation. Uplink transmits to any central station using the most popular alarm signaling formats; uplink also has a built in signal strength meter. As well all know with many of the wireless systems, especially the Ademco Lynx you are limited to power to keep it running. We found that using an external power source with a back up battery built in works great.



*Uplink's Universal Transceiver*



*AlarmNet-i, just one in a series of solutions from Honeywell.*

**Honeywell's AlarmNet** provides communication solutions for residential, commercial burglary and commercial fire application, supported by a variety of products and services. AlarmNet is the only nationwide communications provider that delivers a complete range of options for supervised alarm signal transport applications. AlarmNet has UL commercial Fire and Burglary applications. Signals are transmitted from the protected premise to a tower, then received at the monitoring station. All devices will be ordered at ADI and can be used with all *Vista* series and *Lynx* products.

If you need any technical assistance or have questions regarding AlarmNet or Uplink please contact SAFE's service department at 800-669-7779. Our in-house service technicians can assist you with manual and remote programming as well.

Coming soon: our upgraded dealer web site. Have you checked out our new customer site: [www.safesecurity.com](http://www.safesecurity.com)?

## Got a programming problem? Need a quick download?

**Our Service Tech Team can help!**

**Save time, money and frustration** by utilizing remote programming from SAFE Security on our service and installation jobs. SAFE Security can program, diagnose trouble, add and remove user codes, as well as other alarm panel features and functions via a remote computer and the manufactures software. Currently, SAFE Security can remote program to the following manufacturers: Ademco, Napco, DSC and ITI.

When calling SAFE Security for a remote program please have the following information ready; the SAFE Service Request or job

number, system make and model, telephone number to the alarm system and the features and/or issues you need diagnosis or programmed. From there our Tech Team will upload the panel program and make the desired changes. If all goes well we can usually remote program a complete panel in about 10-15 minutes.

So next time you're on a SAFE Security job and need a little programming assistance...

**Just call our Service Tech Team at 800-669-7779 option 5 - we're here to assist you!**



**SAFE  
SECURITY®**

2440 Camino Ramon, Ste. 200  
San Ramon, CA 94583

**Inside: Check out SAFE's new sales commission program for dealers!**

(800) 669-7779  
www.safesecurity.com

### SAVE THIS DATE- Wed. March 28, 2007!

Yes, that's during ISC West in Las Vegas, and yes, that's the date of the SAFE Security gala reception. We hold this reception in appreciation of our business associates, but especially to thank our national network of dealers and monitoring centers. It's entertaining, and a great meet and greet as some of you already know.

Look for more details in the mail and in our February issue of SAFE ZONE. For more information about ISC West, go online to [www.iscwest.com](http://www.iscwest.com).

*We hope you can make it!*



**A HAPPY  
NEW YEAR**

*Our entire organization sends sincere best wishes for a prosperous New Year for your business. Working together we can accomplish great things!*

*From our family to yours, we also send wishes for a year filled with good health and happiness.*