

1987 - 2011

24

YEARS OF  
EXCELLENCE

SENTRYNET

### What's Inside

SentryNet Directory

More Money!

May we help you?

Dealing with difficult  
customers.

SentryNet 2011 Dealer  
Conference

ISC West

The courage to lead.

QR tags

### Upcoming Events

**EHX**  
Orlando, FL  
March 17 - 19

**ISC West**  
Las Vegas, NV  
April 6 - 8

**Dealer Conference**  
Carnival Elation  
April 28 - May 1



## Bon Voyage!!!

In just a few days, (or possibly a few short weeks, depending on how fast Peggy gets this newsletter out) we'll be off to warm and sunny Cozumel. Excitement is building around our offices as the final touches and details are worked out. We are now assigning cabins, tallying contest points, arranging for CEU's, soliciting vendors, printing T-shirts, fielding questions on what to wear, etc., etc. This is truly shaping up to be our best meeting yet and hopefully you will be onboard with us! If you haven't opted in, there are a few cabins left, but time is running out. If you don't have enough points, don't worry about it. You can easily buy the points needed. However, once they are gone, they are gone! Don't be left out!

We know many of you will not be able to go with us for one reason or another. We know some have prior engagements, others don't like cruises, and for others you just don't want to go! That's okay! We still love you anyway! We try to make these opportunities available to our dealers. Our conferences have become

'the place' to connect with fellow dealers and vendors. Many of you have made comments through the years how you appreciate these opportunities and how they have helped you and your business grow by the content of the meetings and the networking. Personally, I have never been to any industry event that I didn't carry something away that I can use in my business. I think most of you feel the same way about our conferences.

We are proud of the way some of you have used this cruise as a motivational tool and a way to reward your key employees for a job well done. We think that all who sail with us will be extremely pleased with the hard work that Peggy and Charlotte have expended to make sure all have a good time. You won't be disappointed.

Looking forward, we have two big shows at which we will be exhibiting. EHX is March 17-19; and the biggest in our industry, ISC West in Las Vegas, is April 6-8. As I have often stated in this newsletter, if you plan on attending only

*Continued on page 2*



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## Continued page 1

one show a year, make it the ISC West. It is the industry's largest by far and the best attended. It's a must that every industry player that is serious about their business exhibit here, so if you are looking for the latest trends or niche markets to explore, this is the show to attend. Stop by and see us at booth #3129. It's always good to see you. In fact, call Kurt ahead of the show, and we'll try to do dinner!

2011 is off and running. Looks like this might be the year that the economy gets back on track. Certainly about time! Here's wishing the best to each and every one of you that it will be a banner year for all. As always, we thank you for your business. We know our success is dependent on your success, so tell us what we need to do to help you succeed. Always remember that we are only a phone call away and we want to hear from you. Hope to see you on the Elation!

Sincerely,

  
David J Avritt  
President



## More money from existing customers

As alarm dealers we, are always searching for ways to build our Recurring Monthly Revenue. It is always a challenge to find new customers, but let me remind you of a ready source for new revenue. When is the last time you actually talked to your existing subscribers? Was it last month in your quarterly or monthly invoice to them? That doesn't count. Want a chance to really talk to them?

SentryNet provides a full range of Enhanced Services that are a product of new technology in our industry. IP monitoring will continue to gain importance as 700,000 people cancel their old fashioned telephones every month. Unlike GSM cellular communications, IP monitoring offers a reliable solution with no additional cost to you or your subscribers. Recent improvements in reliability and integrity of IP services have eliminated the objections to using IP communications. You should take a new look at all the different IP solutions. Keep in mind that IP also opens the door to adding services and capabilities for your subscribers. Most of our Enhanced Services are at their best over IP connections.

Access Control is now affordable for one to four door systems managed or hosted by SentryNet. There are now many more opportunities for you to offer access control in situations today. There are also growing needs for access control in small business settings today. Privacy laws, employee turnover, remote business management opportunities, such as fitness center access, are just some of the applications.

Video continues to advance faster than the speed of light and the ways of capitalizing are as varied as the imaginations of enterprising dealers and needs of end users. A service that would be of value to all your



subscribers would be to have SentryNet perform a weekly or monthly test of the heartbeat and camera integrity of DVRs. These virtual visits can also be used to check the conditions inside your customer's business or home. Video verification is getting more and more important with responders and subscribers and SentryNet has two options for verification. We can also schedule a full range of event notifications. Worried about employee theft? We can help with video open and close. We also have solutions for offsite video storage.

A residential "Customer Visit" to walk through and inspect the system will provide several sales opportunities introducing new technologies and addressing new residential needs. PER's devices may be appropriate for our aging subscribers. Our "SentryNet Customer Visit Program" is packaged for your guaranteed success in generating new revenue from your existing subscribers. We have a sample script for setting appointments and a structured visit program pointing out many sales opportunities concluding with a "SentryNet Customer Visit Certificate".

To help you introduce these valuable programs to your subscribers and new prospects we have developed literature and documents for each of these services that are customizable with your company name and logo. They are available in small affordable quantities on our website. Call Kurt or Peggy for details at 800-932-3304.

*Michael J Joseph is Vice President of Operations. He has over thirty years in the Security Industry at every level with corporate giants and independent dealers. Michael starts his eighth year with SentryNet this month.*





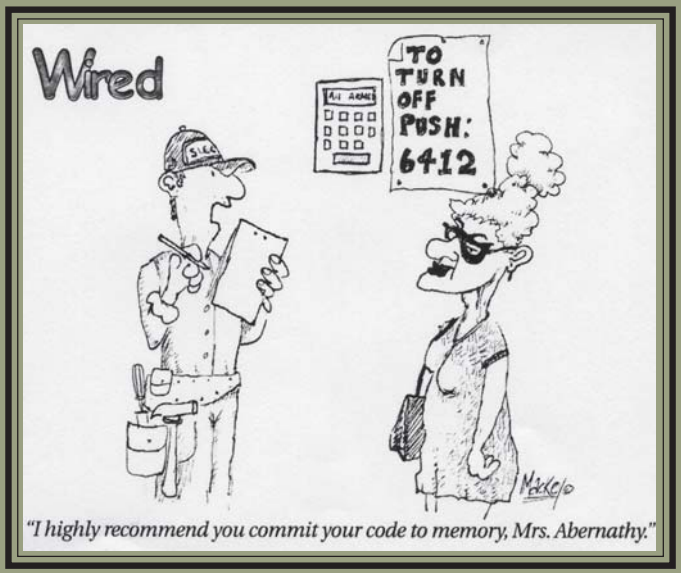
## May we help you?

### PassCode to PIN

Can you say S, F or C, D, E, T and be understood clearly on the phone the first time without hesitation? Our language has many contradictions and confusions and they are magnified in the spoken word. We can often be clear when reading led, lead, lead or red, dead, dread, bed, or head. However it becomes almost impossible to distinguish by phone what subscribers are saying when asked for their password. It gets even more unclear when we ask them to spell it.

Technology has brought us into the world of mobile telephones allowing conversations on the move and in very different environments. Our continuing analysis of false alarm data has led us to the conclusion that many false dispatches could be averted if all subscribers use a five digit number rather than a password. There is usually no mistaking a Personal Identification Number (PIN) between 0 and 9 when spoken. As consumers we are all used to using PINs in our day-to-day life.

In our effort to reduce false alarms all future passcodes for new subscribers will be a five digit PIN. We would also request that when on service calls and other meetings with existing subscribers they convert their passcodes to PINs. If you have any questions or concerns please speak with Data Entry.



## Difficult customers

Difficult customers come in a wide variety: Picky people, know-it-alls, egocentrics, faultfinders, constant complainers, etc.

Always begin with the mindset that no matter what, you will respect the customer. This does not mean you respect the behavior, only that you respect the person. Keep in mind that 99% of the time you are not the object of the customer's anger.

Let's say your customer doesn't even give you time to finish your greeting before he launches into a tirade. At this point, all you can do is **LISTEN**. More often than not, once the customer has had an initial chance to vent his rage, it's going to die down, and that's your opportunity to step in and acknowledge his feelings. Then connect to the customer by letting him know that you understand.

Sometimes, you'll be able to latch right on to the problem because it's clear-cut. But other times, it's tough to comprehend the bottom-line issue. It's important, when you understand the details, to restate the problem. At that point you can empathize. You can appreciate and apologize for the customer's inconvenience without pointing fingers. You don't want to blame the customer and you don't want to blame your company or your suppliers. In general, you **AVOID BLAME**, which is different than acknowledging responsibility.

You won't always be able to fix the problem perfectly. And you may need more time but it's critical to leave the customer with the understanding that your goal is to resolve the problem. Then find out what you can do for this customer and do it. Most important, follow up with the customer when you said you would. Even if you don't have all the information you need, call when you said you would and at least let him know what you've done, what you're working on, and what your next step will be. Let the customer know that he and his business are important to you, that you understand his frustration, and that you're working hard to get things fixed.

Remember, it's estimated that as many as 90% of customers who perceive themselves as having been wronged never complain, they just take their business elsewhere. So, angry, complaining, difficult customers care enough to talk to you, and have not yet decided to take their business to the competition. They are customers worth saving.

# 2011 SentryNet Dealer Conference ~~Conference~~ Cruise

As the Dealer Cruise approaches, there is more excitement than usual. Everyone is ready for April so we can get away from it all and relax. But there is more to this year's conference than just the wonderful setting aboard the Carnival Elation and the beauty of the Gulf of Mexico or even the charm of Cozumel. We will have the NTS CEU classes you need for your state license renewals. We will also host two social times just for you. The first will be a fun time to get to know or be reacquainted with other security professionals in the SentryNet family. The second will be your chance for that one-on-one contact with the vendors. Ask the questions, see the demos and get the information you need, it's not like they can get away.



Charlotte and Peggy are having lots of fun with "Monthly Cruise News" Here are a few of the highlights in case you missed them.



## What was your first reaction?

**Charlotte:** OH MY GOD! WOW!

**Peggy:** OK, I think that's doable!

## What documents did you need for the cruise?

**Charlotte:** I decided I wanted the Passport Card instead of the Passport Book because it was cheaper and more convenient.

**Peggy:** I chanced it and went with my Driver's License and copy of my hospital issued birth certificate.

## What can you expect on the ship?

**Charlotte:** Fill your day and night with the many activities: jogging, shopping, gym, karaoke, line dancing, wine tasting, movies, sun bathing, hot tub, and the list goes on!!



**Peggy:** If anyone leaves the ship hungry, thirsty or with an ounce of energy—IT'S THEIR OWN FAULT!



## What should I be doing?

**Charlotte:** Go to the Carnival web site and checking out all the excursions so you can plan your day....

**Peggy:** Go to the website and complete the Early Buy-In.

## What is there to do in Cozumel?

**Charlotte:** Do you want to go horse back riding, see the ruins, take a catamaran ride, snorkel, take a speed

boat ride, swim with the dolphins, go on a guided shopping spree, rent a jeep, or... the list goes on!

**Peggy:** We found Rastas, Bob Marley's shack and had lunch and their drink called the Iguana—yummy!

## What about shopping in Cozumel?

**Charlotte:** I personally LOVE to shop so I enjoyed walking and shopping. I purchased a pearl necklace and made sure I visited the shops that were giving away the freebies!

**Peggy:** You will find a plethora of hidden treasures. All of which you can put your haggling skills to use to get for amazing prices.

## What should I expect the day we sail?

**Charlotte:** You will proceed to the long ramp to the ship, but not before stopping and smiling for your FIRST picture. When entering your room

you will be greeted by an animal or a bird made out of a towel, it could be a walrus, or an elephant or maybe a swan, either way, it's really cute!! Now get unpacked and either rest (heck, you can rest later) get out and explore the ship, as your Fun Time begins!!!!

**Peggy:** There will be music and a buffet waiting on the Lido deck. No waiting in the line for hours, no luggage to drag up the ramp—just you, your drink and the sea breeze for the next three days!!



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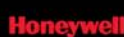
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## The courage to lead.

Though he is heralded as a real American hero, Rudolph Giuliani reminds us he was surrounded by heroes on and following that fateful day in September 2001. He believes our character is decided by the choices we make. Those choices either strengthen or weaken the character which forges the foundation of courage. I had the privilege of hearing Rudy speak at a recent motivational meeting in which he defined for us the 7 character traits of courageous people.

**Integrity** - Rudy says his parents were constantly telling him he must never lie, never steal and never cheat. He never understood why they harped on this until he became an adult and experienced the "shades of gray." His parents had been teaching him not just to do what was right, but to go above and beyond reproach. They wanted him to value integrity and to be willing to stand up and fight for it.

**Determination** - Rudy discovered that courage is not the absence of fear but the management of that fear. His father explained to him that courage is doing what you have to do even when you're scared to death. In the days following 9-11 Rudy had to do many things he was afraid to do, but he recalls that he was determined not to let the survivors and families of victims down.

**Compassion** - Rudy thought it is better to be respected than loved. However, he learned that compassion and love for your fellow man do not weaken you, they only make you stronger. It brings out the best in each of us, it is the one reason a firefighter would run into an inferno for the hope of saving someone, anyone he has never met.

**Wisdom** - Prostate cancer, Rudy confesses, changed him more than any other experience in his life. In learning to cope with the disease he found the strength to survive. Strength that he later used in dealing with the attacks on his city. Wisdom is



available at every outlet, friends, family, co-workers, and people we'll never meet through books and other media. Courageous people are always asking, "What can I learn from this?"

**Hope** - Pessimistic leaders always fail. Rudy quotes Roosevelt, "the only thing we have to fear is fear itself." Even when he was unsure if his city would recover from the devastation, he told the world that it would be stronger than ever. Leaders must project optimism and that optimism will breed hope in others, which in the end brings about amazing change.

**Composure** - His father taught him that the more emotional things get the more you have to stay calm, focus on the next decision, and make it a good one. Stuck in a basement down the street from where the first tower fell he put that advice to use. He urges us to not sweat the small stuff because if we let the day-to-day get in our way there is no way we will be ready for the big decisions life has to throw at us.

**Faith** - A priest or a doctor were Rudy's choice careers as a youngster, lucky for us he chose to put his faith to work in real-world situations. He has had to face extreme opposition in his fight for what is moral and right in his city. He reminds us that faith is our strength and all of us will stop and say a prayer for guidance when the chips are down.

Rudolph Giuliani admits he doesn't know of any magical formula to prepare a person for the crises that life may hand out. He reminds us to take each day as it comes and dedicate yourself to being the best person you can be by continually building your character. And don't ever forget his parent's orders – don't lie, don't steal and don't ever cheat!

*Rudolph Giuliani courageously combated crime as both New York City's Mayor and US Attorney, for the southern district of New York. He is responsible for one of the most remarkable urban renewal projects in US history. In the midst of America's greatest tragedies he took on dozens of critical roles and executed each one masterfully. His strength and stability reassured a nation.*



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*We're on the web!*  
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IL - 128.00205 & 127.001347 ■ MD-107-1468 ■ OK - 435 ■ TN - 0092&1078  
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## QR and Smart Tags



A QR (Quick Response) Code is a matrix barcode (or two-dimensional code) which allows its contents to be decoded at high speed. They are readable by QR scanners, mobile phones with a camera, and smartphones. The code consists of black modules arranged in a square pattern on a white background.

Although initially used for tracking parts in vehicle manufacturing, QR Codes are now used in a much broader context. QR Codes can be used to display text to the user, to add a vCard contact to the user's device, to open a URL or to compose a text message or email. QR Codes are being seen more often in magazines, on signs, buses, business cards, and just about any object users might need information. This "green" technology benefits both user and provider as the code can contain massive amounts of information which the user can then save on his device and refer back to later.

Some cell phone manufacturers support the use of QR Codes by natively including the barcode scanner on their devices. For other manufacturers' you can find a multitude of free or low cost QR Code readers online or in the manufacturers application stores.

