

SECURITY NEWS

SECURITY NEWS & INFORMATION FOR PROFESSIONAL MANAGERS • VOLUME 7 ISSUE 2

OUR COMMITMENT

As a Security Professional, it is our job to assist you in performing your security related duties. We desire to be a genuine asset to your firm and to become an important member of your management team. Our goal is to assist you in solving and preventing security problems so that you can be more productive. Ultimately we would like to help you increase security, decrease risk and help you control or reduce your ongoing security related operating expenses. We recognize that physical security is only a small part of your overall responsibility. But for us, your security is our primary concern.

SECURITY MANAGEMENT

Mass Retailers Want to Sell You Locks, We Want to Help You Solve Problems

In this age of mass retailing, home centers and super stores have put many small companies out of business. Pharmacies, hardware stores and local clothing stores have been hit hard, but interestingly enough, many locksmith businesses are now growing faster than ever before.

Customer Relationships

While it is true that local locksmiths may be selling a few less low-cost door knobs and simple keys, a traditional locksmith business is built on customer relationships and service. It is this service that is driving the growth of our business.

Locksmiths are Like Doctors

If trained properly, a locksmith is like a doctor. When you visit a doctor complaining about pain. They will ask you questions and possibly perform tests. This research is to help them determine if the pain is really the issue or if the pain is

just a symptom of a more complicated problem. A doctor will then recommend a treatment not only to ease the pain, but they will recommend treatment to try to eliminate the actual problem.

Find the Root Problem

We ask questions, we make observations, we perform tests and we recommend solutions to "cure" not only your immediate security problems, but also solutions to solve your underlying security problems.

Our long-term customer relationships allow us to recommend individual cost-effective security solutions.

While it is true that you may be able to buy a knobset or a padlock a little cheaper at the home center store, the real question is: What do you really need, locks or solutions?



"I went to the home center and told them we have a big security problem...they told me this was the biggest lock they had."