ADI Expo 2018 Course Outline

How to Design and Win More Physical Electronic Security Job Bids with Solutions Selling

Session Type/Recommended Format:
• Lecture – Single presenter with a presentation allowing Q & A

Target Audience for Session:
• Dealer / Installer / Integrator • Security Consultants

Level of Session Content
• Intermediate – Focuses on application and analysis

Session Length: 2 hours + break

Session Description:
There are proven methods to ensuring that you not only win the job but also actually have your customer ask you to expand its scope based on how you present solutions, not just products, and interact with them. Did you know that by simply following the "rule of three's" you will move your customer's consideration of your bid strictly on price to preference for your approach because it demonstrates how vested you are in his or her job?

Designed for dealers, installers and integrators, this practical, hands-on business development module will ensure attendees are comfortable with the type of technology expertise required to successfully bid jobs and how to apply those technologies into the solutions they actually submit. Session attendees will review real project examples and the step-by-step, common sense process used to design, sell and win more bids.

Learning Objectives:
After completing the session, attendees will be able to:
• Easily identify and recommend the appropriate technology solutions for any job
• Demonstrate to their customer that they are fully educated, understand and are invested in the project they are bidding on
• Clearly communicate and inform their customer about the recommendation and its ramifications
• Provide their customer with viable solution alternatives to ensure they win the job

Introduction
Instructor will briefly review the class takeaway – a 2-sided Flyer with "Complete Component Considerations" steps to assessing a door on the front and the SDC Door Check List on the backside. In addition, attendees will be given a course handout/copy of the presentation for note-taking.

SDC

Complete Component Considerations™

1 Locking Device

- Electric Strike
- Delayed Egress Lock
- Electric Bolt Lock
- Electrified Lockset
- Exit Device
- Frame Actuator Lockset
- Magnetic Lock

Spacesaver® 1091A

Selectric Pro™ Z7800

EMLock® 1511
1650 lbs

Exit Check™ 1511S
Delayed Egress Lock

UniFLEX™ 55

Electra Pro™ Z7200

HiShear® 1565 - 2700 lbs

Spectra® 6000
- Dual Latch Retraction & Dogging
- Delayed Egress • Exit Alarm
- Electric Mortise • HiTower® Actuator

Standalone

IP Network Managed

2 Access Control

Standalone or Network
- Keyswitch
- Digital Keypad
- Card Reader

Entry Check™ 920PW

IP Pro
IP-based Access Control

Entry Check™ 918

EntryCheck™ 924P

704U Keyswitch

3 Egress Device

- Exit Switch
- PIR Egress Sensor
- Exit Sense Bar
- Emergency Door Release

422U

463U

474U

482A6U

Egress PIR MD31D

Sure Exit® PSB560

492 Emergency
Door Release

4 Hold & Release Control

- Magnetic Door Holder
  Release Device

EH20

EH40

5 Power Transfer Devices

Required With Locksets & Exit Devices
- Electric Power Hinge
- Power Transfer Loop
- Concealed Power Transfer

PTM-2
PTM-10

PTH-4
PTH-10

PT-2U

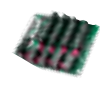## 6 Power Supply & Door Controller

12/24VDC, Class 2 • Fire release input • System Status LED's • Multiple Fused Outputs • Multiple Relay Configurations • Universal Programmable Controllers

602RF 1 Amp
631RF 1.5 Amp
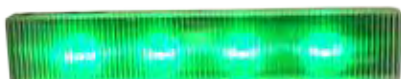632RF 2 Amp
634RF 4 Amp
636RF 6 Amp

FB-4: 4 Fused
Outputs

CR4: 4 Fused
Relay Outputs

UR2-4 & UR4-8:
7 Selectable Systems
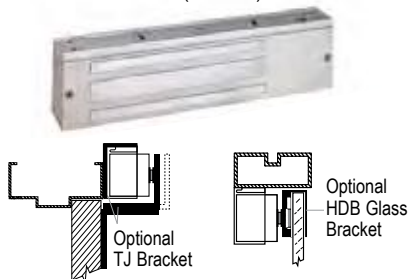7 Selectable Relay Modes

7 Annunciators

EA100

101-4AM

101-1A

1511 EMLock® (1650 lb.) and TJ1V

Optional HDB Glass Bracket

Optional TJ Bracket

1571V EMLock® 1200lb Energy Saver Single

1572V EMLock® 1200lb Energy Saver Double

1581 EMLock® (650 lb.)

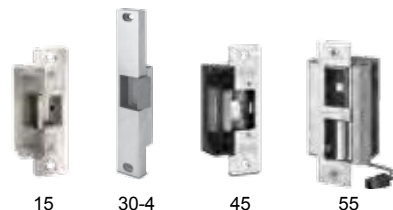1581 EMLock® (650 lb.) & TJ81V

1583 Cabinet EMLock® (300 lb.)

1511S Exit Check® Delayed Egress Lock with Voice Notification

PUSH UNTIL ALARM SOUNDS. DOOR CAN BE OPENED IN 15 SECONDS

1581S 650 lb Mini Exit Check®

1565 Hi/Shear® Lock (2700 lb.)

Electric Strikes

15   30-4   45   55

E70 Series Standalone Electronic Lockset

STANDALONE
Keypad

BLUETOOTH
Software

STANDALONE
Proximity

7500 HiTower® Wiring in Frame Only

7200 Electra Pro™

7800 Selectric® Wiring Through Door

Bolt Locks

FS23M Dual Fail Safe

1091A Fail Safe
1291A Fail Secure

160 Fail Safe
260 Fail Secure

2090A Fail Secure

180A Fail Safe
280   Fail Secure

Momentary Key & Push Switches

PUSH TO EXIT

EXIT

463U   432UL2   492

452UL2   702NUL2   702UL2

Power Supplies

602RF	1.0 amp	631RFA	1.5 amp
631RF	1.5 amp	632RFA	2.0 amp
632RF	2.0 amp	634RF	4.0 amp
		636RF	6.0 amp

Field Selectable 12/24VDC

EntryCheck® Access Control Keypads

918
500 Users

920/920P
500 Users

923/923P
500 Users

SECURITY DOOR CONTROLS

SDC Door Checklist

Security Door Controls

ph: 800-413-8783   www.SDCsecurity.com   service@sdcsecurity.com

Job Name		Date	

Door Identification					Interior		Exterior	

Single Door Handing	RH	LH	RHR	LHR	Double Door Handing	RH	LH	RHR	LHR

Type of Door	Wood	Hollow Metal	Aluminum & Glass	Herculite (top and/or bottom rail)	Herculite (pivot & lock patch fittings)

Door Size	Width	Height	Door Thickness	Lock Height	Lock Backset

Type of Header	None	Wood	Steel	Aluminum	Glass

Type of Frame	Face Width	Wood	Hollow Metal	Aluminum	Timely

Existing Lock Type & Brand		Finish	

Hinge Type (Pivot, Continuous, Heavy Duty)		Hinge Size (W x H)		Hinge Finish	

Pictures of Door	Yes		No	

Door Closer	Surface Mount: Inside		Surface Mount: Outside		In the Header	In Floor
	Closer Manufacturer		Hold Open Feature		Degree of Opening	

Automatic Door Operator	Manufacturer + Model #			PUSH or PULL	

Automatic Door Operator Push Plate Switches	Hard Wired		Wireless	

Does The Door Have An EXIT Sign Above It?	Yes		No	

Distance from Door to Access Controllers	

Distance from Door to Power Supply					
Wire Gauge	Wire Type		Amount of Wires	Extra Wires	

Ceiling Access for Wire Run	Plas-ter	Dry-wall	Lift Out	Panels	Puzzle

Height of Ceiling		Ladder Height Requirement	

Voltage at Door		Voltage at Power Supply		Current at Door	
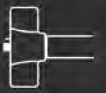
Locking Devices

Access Control

Egress Controls

Power Transfer

Power Controls

Remote Controls

Annunciators

Accessories

Locking Devices
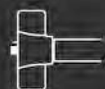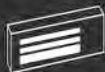
Access Control

Egress Controls

Power Transfer

Power Controls

Remote Controls

Annunciators

Accessories

Door Width
± 3/64"

± 1/32"

℄ Hinge

± 1/64"

± 1/64"

Door Height
± 3/64"

Lock Height
± 1/32"

Door Thickness
± 1/16"

℄ Hinge

FRAME DETAILS

BACKBEND RETURN   BACKBEND

SOFFIT

THROAT

STOP

RABBET

BACKBEND RETURN   BACKBEND

FACE

DOOR HANDS

Left Hand
"LH"

Right Hand
"RH"

(Outside)

Left Hand
Reverse Bevel
"LHR, LR"

Right Hand
Reverse Bevel
"RHR, RR"

(Outside)

How to Design and Win More Physical Electronic Security Job Bids with Solutions Selling

SDCsecurity.com

US Made

QA PROGRESSIVE QUALITY ASSURANCE™ SDC's Commitment to Quality

SDC Security Door Controls
1.800.413.8783
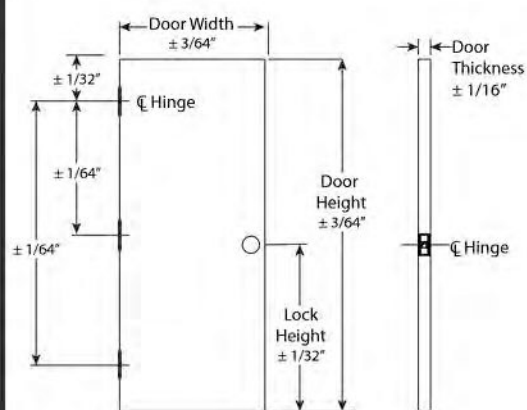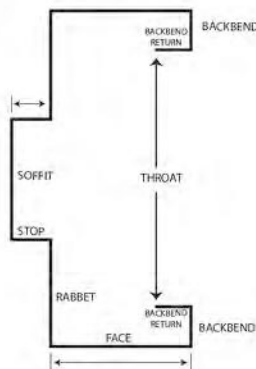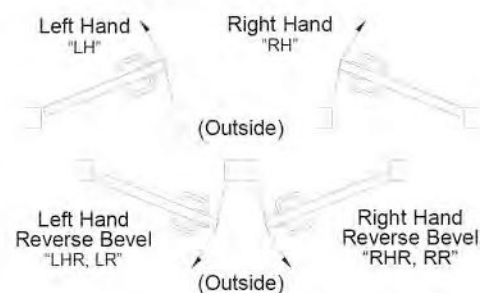
Detailed Content Outline:

Content Points	Flow	Estimated Time
What is the job bid (RFP) really asking for?	Overview of understanding and being fully vested in the project from the customer's point of view.	15 minutes
	1. Don't just consider the door openings. Back up and look at the entire installation to understand how electronic security is a foundational element of the project. 2. What are potential accessories and options that can help meet the project objective? 3. How to utilize the appropriate door checklist for each door.	
How to assess the job for more than just code compliance	Rule of Threes: Identify code compliance, risk management and profit potential for every project.	15 minutes
	1. Be more knowledgeable and have more confidence by walking the job. Bring an assistant. 2. Takes notes, photos and use an audio recording device. 3. After the walk-thru, circle back to the bid with new information and more detail.	

How to identify & recommend the appropriate technology solutions for your bid	Rule of Threes: Purpose, Size and Selecting Components	45 minutes

1. What purpose must your physical electronic security solution serve?
2. How many doors must your solution address, what is their physical makeup and use?
3. What components are needed to design your solution and their advantages/disadvantages?
   a. Entry Devices: How will I get in? - Stand-Alone Lock, Proximity Reader, Keyswitch, Keypad, Biometric
   b. Egress Devices: How will I get out? – Push-To-Exit Button, Push Bar, Emergency Release, Motion Sensors, Delayed Egress
   c. Locking Devices: What locking device will secure the entry point? - Electromagnetic Lock, Electric Strike, Electrified Deadbolt, Electrified Lockset
   d. Door Access Control: How will the system be controlled? – Power Controller, Door Control Module, Microprocessor-based controller, IP-based door controller
   e. What other functionality do I need? Timing, tracking/audit, battery backup

How to prepare viable quote options for any job	Rule of Threes: Always provide the customer with viable A, B and C solutions – Good, Better, Best - to ensure you get the job. If you win it do you want it? Why? Because you'll be married to it and the customer for a full year. It's a relationship and you're providing a solution. Provide in-depth detail:	15 minutes

1. Each door named & numbered in a plot map.
2. Labor & materials.
3. Summary of Operation (inside, outside) for each door.

How to clearly communicate and eliminate confusion	Rule of Threes: Review of real project examples incorporating three winning communication steps:	15 minutes

1. Stand out – be responsive
2. Educate – take responsibility to ensure the customer is well-informed.
3. Build Trust – let the customer know their job is an opportunity and that you're privileged to provide a quote.

Q&A		15 minutes

Total Session Time (Including Q & A): 2 hours + 5 minute break after first 1:15 of instruction

Call to Action:
1. During the session, participants are called to take notes on their copy of the presentation handout and share in a group setting the best practices they have heard that they are likely to apply in their own organization.
2. After the session, participants are invited to confidentially submit to SDC examples of job bids for assessment that show how they applied what they learned in the course and to identify areas of improvement.

Takeaways:
1. Handout / copy of presentation with note areas on each page and Door Checklist.
2. Email address for training class attendees to confidentially submit to SDC examples of job bids via email for evaluation to show how they applied what they learned in the course and to identify areas of improvement – free of charge.