Security Dealer DIGEST

TAKING ADVANTAGE OF DEALER ACCOUNT

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NOTE FROM HQ

I often have conversations with dealers about ways to save money on items they buy from us. There are a few ways we can save you money.

FREE FREIGHT

Freight typically costs between two and three percent of the total cost of an item. For the sake of this conversation, let's just use 3% of sales, so if you're buying something that costs $1,000, you'd expect to pay $30 for freight.

Free freight is provided for dealers with accounts in good standing. This is also provided to D5, D6 and NetOne dealers, as well as dealers using the Electronic Funds Transfer program. Orders over $1,500 can also qualify for free freight.

In all cases, to receive free Domestic Ground Freight from UPS or FedEx (your choice) you must keep your account in good standing, which means you're paying within 30 days. When you pay outside of those terms, it increases our costs and does not allow us to offer you these kinds of savings.

As an aside, if it costs us more to process individual POs, I bet it costs you more to generate them, too.

There are other ways for DMP to save you money. One is if you pay within the first 10 days, you can take another 1% discount right off the top.

DEALER ACCOUNT

Another way we can make you more efficient is by using the DMP **Dealer Account.** This secure online accounting portal is available to you 24/7/365. Simply and securely pay invoices electronically. You are in complete control of what invoices you pay and when, giving you greater control of your cash flow. For details, go to DMP.com/DealerAccount.

Dealer Account also functions as the place where you can track all your orders as you are planning your installs and supply chain management. It also provides you with a single location to track all the monthly software license fees associated with your Entré Installations or SCS-VR receiver software.

Dealer Account is also the home to your DMP Pricelists that are updated automatically on the first day of every month, and in this same location, you can receive 30 days' notice to any pricing changes that may be happening next month.

In other words, think of Dealer Account as your private, direct link to DMP's Accounting and Customer Service departments, at your service 24 hours a day, 7 days a week.

Chris Stange,
Chief Financial
Officer

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50 HAPPENINGS

EVENTS RECAP

GSX 2022 attendees view demos and product solutions at the DMP booth in Atlanta.

NACS Show
October 1-4

The National Association of Convenience Stores hosted this year's conference and expo at the Las Vegas Convention Center in Las Vegas.

This show features booths in the food service, merchandising, fuel services, technology industries and more. This tradeshow is all about looking into what lies ahead for the future of the convenience industry.

Executive Dealer Roundtable
October 3-4

The DMP Executive Dealer Roundtable is an event hosed by the members of the DMP Executive Management Group including Owner & President, Rick Britton.

The objective is to provide DMP dealers with an opportunity to discuss best practices with other dealers or security personnel around the country. It consists of one-and-a-half days of dealer discussions and presentations that cover a variety of alarm industry topics.

APEX Grocery
August 14-17

APEX Grocery is dedicated to bringing grocery asset protection executives together for education and networking.

It is the only conference built for grocery executives, by grocery executives with the sole focus of the attendee experience. The APEX Executive Advisory Council creates the most valuable content for discussion and exchange of ideas.

GSX | Atlanta
September 12-14

Global Security Exchange (GSX) has been an annual comprehensive event for the security industry for over 65 years.

This on-site or online event is for professionals in the security industry who want to stay informed, make professional connections and see new products and technology. It's also a great opportunity to develop strategies to remain resilient against advancing security threats.

TNSI Tradeshow and Convention
September 14-16

Photo taken by: George De Marco

The Tennessee Network of Security Integrators is a statewide nonprofit organization of alarm businesses.
More than 200 companies including suppliers work through TNSI to promote the mutual interest of the private security industry, foster cordial relations among the members, stimulate growth and exchange information regarding the alarm industry to members, legislators and the public.

PELMAC Industries Security EXPO
October 7

The PELMAC Industries 2022 Security EXPO features state-of-the-art security technology by some of the top security vendors.

At this annual trade show, guest speakers present topics covering relevant security-related concerns, including access control, intrusion, photo identification, intercoms, video surveillance, software and more.

Securing New Ground
October 18-19

At Securing New Ground, trends are spotted, connections are formed and minds are opened.

Once a year, the security industry's brightest minds, biggest players and most driven entrepreneurs come together for information sharing, top-level network and security industry business analysis at the executive conference of the Security Industry Association (SIA). Held at the InterContinental Times Square in New York City, this event is attended by 250+ senior-level industry leaders and financial partners.

UPCOMING

ENTRÉ
CERTIFIED TECHNICIAN

JANUARY 10-12, 2023
VIRTUAL

TECHNICIAN BOOTCAMP

JANUARY 17-20, 2023
SPRINGFIELD, MO

DMP EXECUTIVE ROUNDTABLE
DEALER

FEBRUARY 6-7, 2023
SAN DIEGO, CA

View all upcoming events and trainings here:

PRODUCT UPDATES

Save Time and Money with Simplified Programming and Installations

Dealer Admin Now Offers Enhanced Templates

Installations and programming have never been easier using Dealer Admin Templates, now fully developed with support for all programming concepts. This means you can take full advantage of Dealer Admin's Auto Programming and Pre-Programming by using the complete set of tools.

How Will This Update Benefit You?
- Apply standardized programming to a new or existing system.
- Complete panel programming, including zones, devices and areas.
- Create a standard template to apply across multiple systems.
- The option to "Create Template from Programming" from any new or existing system.

Dealer Admin Templates provides a significant improvement across a variety of programing installation

situations. Whether they're highly custom or "two doors and a motion," using consistent programming templates saves time and reduces costly mistakes resulting in "go-backs."

Best Practices for Templates in Residential Applications
Even as homes differ, in residential settings, many aspects of programming stay the same across installations. For example:
- Communication Type
- Receiver Programming and Transmission Delay
- Keypads and other devices
- System Type, Entry Delay and Zip Code
- Sirens or other Outputs
- Zone Information
- Wired or Wireless Zones — or "two doors and a motion."

Commercial Applications
Alongside the features listed for residential settings, additional applications for programming

and installing in commercial settings include:
- Options in 734 Access Control Modules and Card Formats
- Integrator Connection
- System Reports

Retail Applications
For creating templates in retail situations, any template can be easily applied to multiple sites with the same security footprint. For instance, every specific quick-serve restaurant may have the same back door, front door, a safe in the manager's office and a panic button under the counter. Using Dealer Admin's Templates, the same programming can be applied across every location.

These new features mean your technicians can spend less time on programming and installations and more time finishing other jobs in the field. For your customers, this means higher satisfaction with quick installations.

If you have any questions, please contact DMP Inside Sales at 877-757-4367 or at InsideSales@DMP.com.
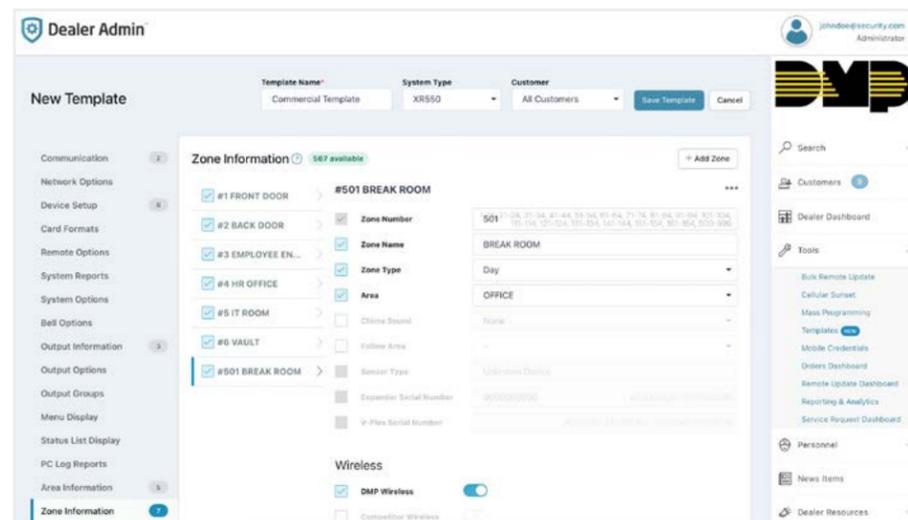
To see the full capabilities of the latest Dealer Admin update, watch the Training Center video:

Updating Panel Time is Easier Than Ever

Now You Can Manage Panel Time Remotely From Dealer Admin™

In the event you ever need to change the time and date of DMP panels, check out Dealer Admin's new **Set Time** button. Located on the System Status page, this new tool lets you make those changes easily from wherever you are — the correct time will be sent to the panel based on the GMT Offset you've programmed.

More Tools to Support Your Business
As you may know, DMP panels are engineered to automatically receive time updates from the receivers they're

connected to — that's standard communication functionality between the two. Now, with this new feature, Dealer Admin also gives you a way to manage time with access-only systems that don't communicate with a receiver. Additionally, any system that shouldn't get time updates from the receiver can take advantage of this new feature, should the time need to be updated remotely.

No IT Configuration or Local Setup
This new feature carries over the same functionality from

Remote Link™. However, this gives you an easier option using Easyconnect™ to remotely make time and date changes, with no configuration or local setup required.

If you have questions or would like additional information contact InsideSales@DMP.com, call 877-757-4367 or contact your DMP Dealer Development Manager.
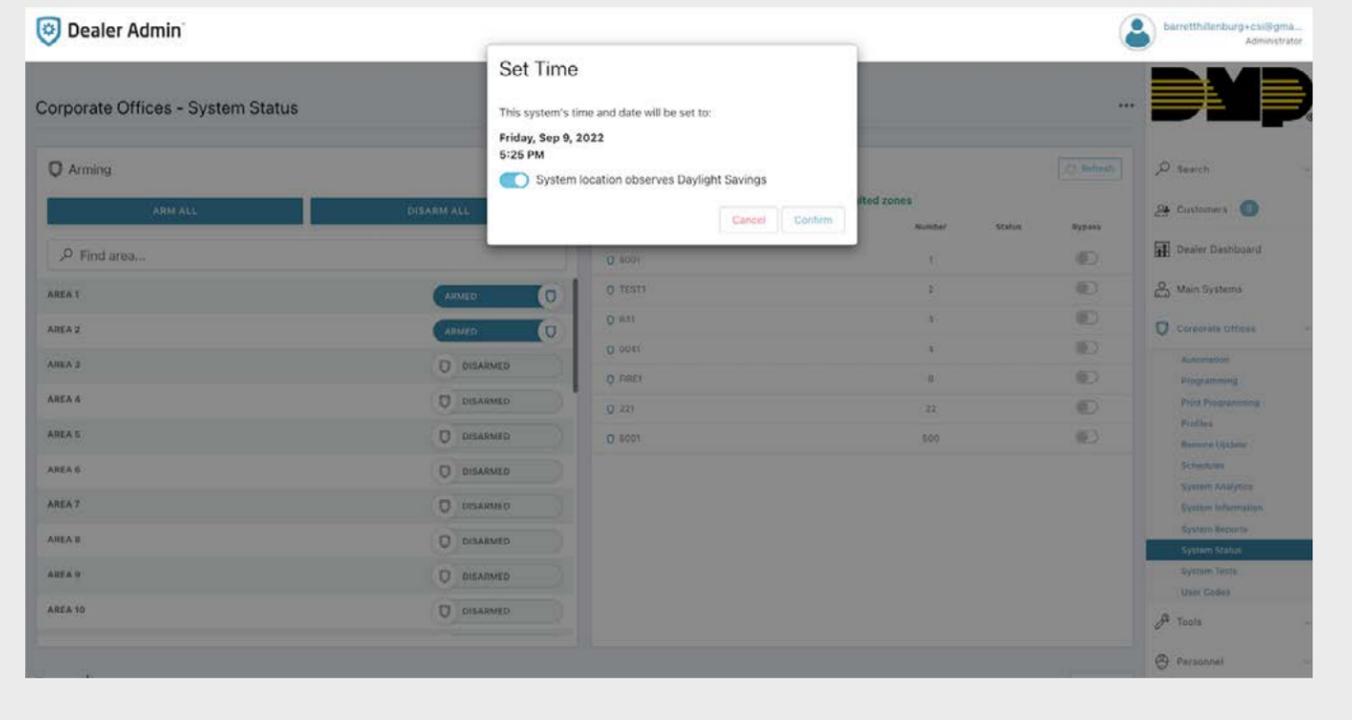
WHY NEW HIRES FAIL

Mark Murphy, author of *Hiring for Attitude* and founder of Leadership IQ

Leadership IQ studied more than 20,000 new hires and 1,400 HR executives to determine WHY new hires fail.

In this landmark study, Leadership IQ discovered that 46% of newly hired employees will fail within 18 months, while only 19% will achieve unequivocal success. And contrary to popular belief, technical skills are not the primary reason why new hires fail; instead, poor interpersonal skills dominate the list, flaws which many of their managers admit were overlooked during the job interview process. In fact, attitudes drive 89% of hiring failures, while technical skills account for only 11% of hiring failures. Here are some key findings from this report:

• 46% of newly hired employees will fail within 18 months.
• Only 19% of newly hired employees will achieve unequivocal success.
• Attitudes drive 89% of hiring failures, while technical skills account for only 11% of hiring failures.
• 82% of hiring managers saw signs that their new hire would fail.
• Only 15% of companies have defined the attitudes that make their high performers so special.
• 56% of HR executives said that half or less of their current employees have the right attitudes.
• Only 39% of companies say their recruiting process represents their employment brand.
• Only 26% of companies are frequently gathering feedback from new hires about their recruiting process.

FINDING #1:
46% OF NEW HIRES WILL FAIL WITHIN 18 MONTHS

In the landmark Hiring For Attitude study, we discovered that 46% of newly hired employees will fail within 18 months, while only 19% will achieve unequivocal success. Leadership IQ had each of the 5,247 hiring managers in the study rate their new hires at 6 months, 12 months, 18 months and

24 months. A "failed" hire was not limited to employees who were terminated, but also included those who were rated as "would not hire again," left under pressure, received disciplinary action or significantly negative performance reviews.

What percent of new hires fail?

46% — 46% of newly-hired employees were considered failed hires within 18 months

19% — Only 19% of newly-hired employees were considered high performers within 18 months

Source: LEADERSHIP IQ

FINDING #2:
89% OF HIRING FAILURES ARE THE RESULT OF ATTITUDE, NOT A LACK OF TECHNICAL SKILLS

Contrary to popular belief, technical skills are not the primary reason why new hires fail; instead, poor interpersonal skills dominate the list, flaws which many of their managers admit were overlooked during the job interview process. When a new hire was determined to be a "failed hire," the hiring managers completed a survey to assess why the new hire failed. The study found the Top 5 reasons why new hires failed were as follows:

1. Coachability (26%): The ability to accept and implement feedback from bosses, colleagues, customers and others.

2. Emotional Intelligence (23%): The ability to understand and manage one's own emotions and accurately assess others' emotions.
3. Motivation (17%): Sufficient drive to achieve ones full potential and excel in the job.
4. Temperament (15%): Attitude and personality suited to the particular job and work environment.
5. Technical Competence (11%): Functional or technical skills required to do the job.

Why do new hires fail?

11% — Technical Competence
89% — Coachability / Emotional Intelligence / Motivation / Temperament

Source: LEADERSHIP IQ
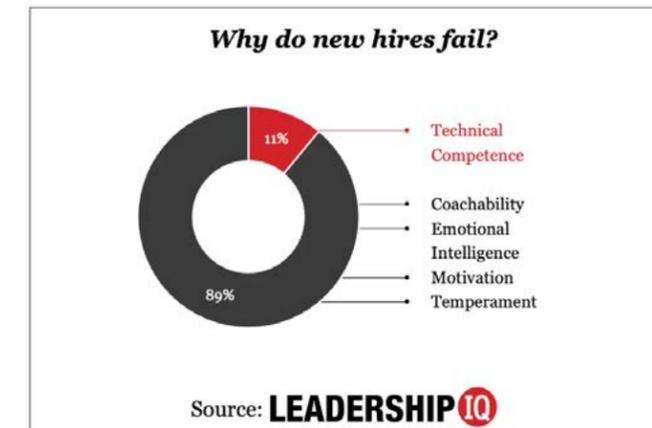
This is NOT because companies shouldn't assess technical skills, but rather because companies are already quite adept at assessing candidates' skills. For instance, if a hospital needs to hire an ICU nurse, there are tests of critical care nursing competence. If a software company needs Blockchain developers, there are tests of Blockchain expertise. And so on. By contrast, assessing candidates for attitude (e.g., coachability, motivation, etc.) is often neglected in the hiring process.

While there are companies that espouse a "hire for attitude, train for skill" mantra, the truth is that in most situations, companies can actually hire for attitude AND hire for skill. What prevents that from happening is simply that companies don't focus enough energy on hiring for attitude. [Note: The Top 5 reasons why new hires fail only account for 92% of hiring failures; the remaining 8% was distributed across a variety of generally attitudinal factors.]

FINDING #3:
82% OF HIRING MANAGERS SAW SIGNS THAT THEIR NEW HIRES WOULD FAIL

While the failure rate for new hires is distressing, it should not be surprising: 82% of managers reported that in hindsight, their job interview process with these employees elicited subtle clues that they

would be headed for trouble. These warning signs included negative language, answers deemed as power-hungry or arrogant, offering generalities rather than specifics, the use of absolute language (words like Always or Never), disparaging former colleagues and more.

Why didn't managers act on those warning signs? Hiring managers reported they were too focused on other issues, too pressed for time or lacked confidence in their interviewing abilities to heed the warning signs.

FINDING #4:
MOST COMPANIES SAY EMPLOYEES DON'T HAVE THE RIGHT ATTITUDES TO FIT THEIR CULTURE

When Leadership IQ recently surveyed 1,463 Human Resources executives in 2020, the overwhelming majority indicated they still had many employees who did not have the right attitude to fit their corporate culture. As you can see in the chart below, only 2% of HR executives indicated that everyone in their company had the right attitude to fit their corporate culture, and only 12% said that 90% of their current employees had the right attitude. By contrast, 56% of HR executives said 50% or fewer of their current workforce had the right attitudes.

What percentage of your workforce are high performers in terms of having the right attitude to fit your corporate culture?

0%	1%
10%	10%
20%	12%
30%	12%
40%	9%
50%	12%
60%	7%
70%	11%
80%	13%
90%	12%
100%	2%

Source: LEADERSHIP IQ
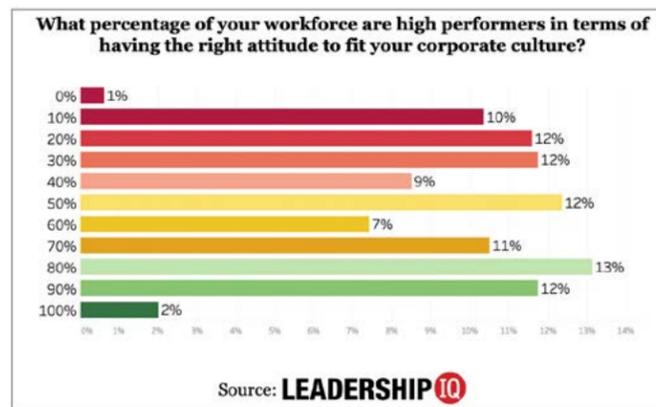
FINDING #5:
ONLY 15% OF COMPANIES HAVE DEFINED THE ATTITUDES THAT MAKE THEIR HIGH PERFORMERS SO SPECIAL

It's hopefully obvious that when a company says they want "to hire for attitude," one of their first steps needs to be defining the attitudes that

differentiate their high performers (i.e., their best employees) from everyone else. Otherwise, how can a company expect to hire for great attitudes when they don't truly understand what comprises those great attitudes? Unfortunately, only 15% of HR executives say their company has thoroughly defined the attitudes that distinguish their highest performers from everyone else.

To what extent has your organization clearly and scientifically defined the attitudes that distinguish the highest performers from everyone else (i.e. low and middle performers).

Not defined	34%
Somewhat defined	51%
Thoroughly defined	15%

Source: LEADERSHIP IQ
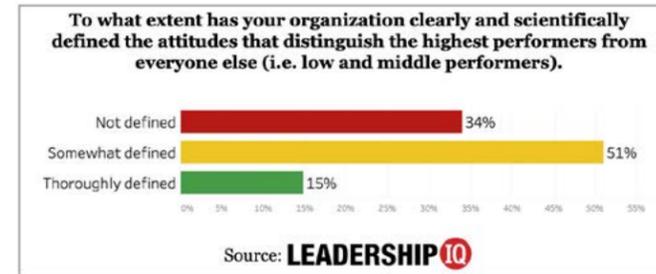
FINDING #6:
ONLY 20% OF COMPANIES HAVE DEFINED THE ATTITUDES THAT MAKE THEIR COMPANY UNIQUE

Along the same lines as the previous finding, only 20% of companies have thoroughly defined the attitudes that separate their organizational culture from other companies. Too many companies try to hire for the kinds of people who work at Southwest Airlines or Google or the Ritz-Carlton (or wherever). But the reality is that every corporate culture is unique, and without understanding the attitudes that define our unique organization, it's nearly impossible to hire people who will fit our culture.

To what extent has your organization clearly and scientifically defined the attitudinal characteristics that differentiate your organizational culture from other companies.

Not defined	35%
Somewhat defined	45%
Thoroughly defined	20%

Source: LEADERSHIP IQ
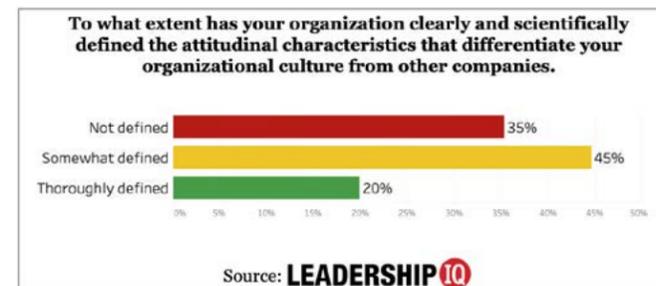
FINDING #7:
ONLY 46% OF COMPANIES HAVE ABOVE AVERAGE EMPLOYMENT BRANDS

One of the easiest ways to create an appealing employment brand (or employee value proposition) is to highlight the attitudinal characteristics that

One customer, 102 locations, 5 installers, 30 days to finish the job. Who can help?

Large jobs generate revenue, but logistical issues and shortages in experienced technicians impact time and your bottom line.

DMP gives you everything you need to complete the job at the right place and at the right time.

- Equipment arrives where you need it and when you need it
- Custom auto programmed from the factory

What you thought was your time and people problem became your DMP advantage.

make this particular culture unique. Some cultures move quickly, others are more methodological and thorough. Some cultures are entrepreneurial, others are creative, while others still are hierarchical. None of these corporate cultures or attitudes is better than another; rather each is unique and appeals to different types of candidates. However, the data from HR executives shows the majority of companies have not done nearly enough to clearly define and articulate their attitudes, and thus, their employment brand.

FINDING #8:
ONLY 39% OF COMPANIES SAY THEIR RECRUITING PROCESS REPRESENTS THEIR EMPLOYMENT BRAND

Even if an organization has a well-defined employment brand, it may still not be enough to create an effective recruiting process. Only 9% of HR executives think their recruiting process very frequently represents their corporate brand. Meanwhile, 25% say their recruiting process rarely or very rarely represents their corporate brand.

FINDING #9:
74% OF COMPANIES ARE NOT GATHERING ENOUGH FEEDBACK ABOUT THE EFFECTIVENESS OF THEIR RECRUITING PROCESS

One of the fastest ways to gather data to improve your company's ability to hire for attitude is by getting feedback from new hires. After all, as people who have recently experienced the actual process, they are uniquely positioned to measure your company's effectiveness at hiring for attitude. And yet, only 26% of companies are frequently or very frequently gathering feedback from new hires. Meanwhile, 74% are very rarely or occasionally gathering insight about the recruiting process from new hires.

FINDING #10:
85% OF COMPANIES ARE FAILING TO GET FEEDBACK ABOUT THEIR RECRUITING PROCESS FROM THE MOST VALUABLE SOURCE

There's an old concept in sales that suggests the best source of feedback isn't from your customers but rather from the people who chose to go with a competitor. Similarly, in recruiting or hiring for attitude, one of the greatest sources of candid feedback will come from the candidates who rejected our company's job offer. And yet, shockingly, only 3% of HR executives say their company very frequently gathers that feedback, while 12% say their company frequently gets it. That means roughly 85% of companies are failing to regularly access one of the greatest sources of data about the effectiveness of their recruiting processes.

FINAL THOUGHTS

The typical job interview process fixates on ensuring new hires are technically competent. But coachability, emotional intelligence, motivation and temperament are much more predictive of a new hire's success or failure. Do technical skills really matter if the employee isn't open to improving, alienates their co-workers, lacks emotional intelligence and has the wrong personality for the job?

In addition, the study found no significant difference in failure rates across different interviewing approaches (e.g., behavioral, chronological, case study, etc.). However, 812 managers experienced significantly more hiring success than their peers. What differentiated their job interview approach was their emphasis on interpersonal and motivational issues.

Highly perceptive and psychologically savvy interviewers can assess employees' likely performance on all of these issues. But the majority of managers lack both the training to accurately read and assess candidates and the confidence to act even when their assessments are correct.

Hiring failures can be prevented. If managers focus more of their interviewing energy on candidates' coachability, emotional intelligence, motivation and temperament, they will see vast improvements in their hiring success. Technical competence remains the most popular subject of interviews because it's easy to assess. But while technical competence is easy to assess, it's a poor predictor of whether a newly hired employee will succeed or fail.

The financial cost of hiring failures, coupled with the opportunity cost of not hiring high performers, can be millions of dollars, even for small companies. And the human cost can be even worse.

CREATING A COMMON LANGUAGE

Why does a common language matter? Our industry is changing, and we need to get our teams excited to embrace that change. We need to mobilize faster than ever to address threats and capitalize on opportunities. We operate in a chaotic business environment and, to be successful, we need a team that understands one another and is focused on the same goals.

Scott Elkins,
CEO of Zeus Fire and Security

Businesses of all sizes are constantly juggling dozens of priorities, and we need to choose where to direct our focus at any given moment. A common language can provide just that focus — just that spark of efficiency or motivation to tip the balance from mediocrity to excellence.

A Common Language Can Come From Anywhere
I have adapted much of the language I've used at Universal Atlantic Systems and Zeus from New York Times, Wall Street Journal and Business Week best-selling author Jim Collins. The first in the series of Collins' books, Good to Great, has virtually

been canonized into business book "must read" status, has been translated into 32 different languages and sold over 2.5 million hardcover copies.

I have been fortunate in my career to have the opportunity to hear directly from and speak with Collins on several occasions. His books have provided me and my business with this common language I have used throughout my career to communicate clearly and effectively what is most important to achieving our organizational goals. They create a shorthand for leaders communicating on opportunities or issues. This aligns the entire company on the values and strategy we have selected to guide our decision-making and ensures focus by quickly assessing and determining the best approach moving forward.

As you look at your own organization, I would encourage you to find a source that resonates with you and your team as the basis for your common language. For this article I will go through five examples of how I've adapted Collins' ideas at my organization:

ARE THEY ON THE BUS OR OFF THE BUS?

This is a framework to evaluate your team — if we were starting from scratch today and moving to a new office would this person be someone we bring on the bus with us? Knowing what we know now, would we hire them again? Or would we respectfully allow them to go find success in another organization?

I'm reminded that in Collins' example, he not only talks about being "on the bus" but also being in the right seat on the bus. Sometimes there are team members we want on the bus… but we need to move them to the right seat. Sometimes we find a person we want to hire, knowing we will need to find the right seat for them later. It may be that the seat they need to be in is currently occupied, but for the good of the company, I will need to make some adjustments to the seating chart.

Problem: At Zeus, we were (and are) constantly evolving. We need to constantly evolve our team's capabilities and make sure we're putting the right individuals in the

right roles — for our growth and their own development.
Solution: Use "on the bus" during your most difficult employee decisions to separate fact from feelings.
Why it works:
• It gives "permission" to remove bias and nostalgia from your assessment of your team.
• It focuses assessment on future needs and opportunities.
• It creates a periodic reminder to take a deep look at your organization.

FIND YOUR HEDGEHOG

Your hedgehog is where you focus your energy to win. It's the thing you can do better than anyone else in your market. The famous parable of the fox versus the hedgehog has many interpretations. However, it is widely accepted that the

hedgehog is decisive and focused on a single big idea, while the fox is more open to various opportunities and accepting different approaches to any given situation. The fox may flit or dance around, while the hedgehog quietly burrows in and holds his ground. The Greek poet Archilochus writes, "The fox knows many things, but the hedgehog knows one big thing." And it's that principle you want to bring to your company. Know what your one big thing is and focus your time and resources on driving that thing.

Problem: At Zeus, we're partnering with organizations that have a long history in each of their markets. We need to help our operators' direct resources and attention toward what drives value and supporting them in what matters.
Solution: We use "hedgehog" to refer to the things that each partner brings to the table and to make sure we aren't guiding them too far from their core business.
Why it works:
• It cuts through the desire to be everything to everyone.
• It provides clear direction when evaluating trade-offs.
• It eliminates "good enough" as an evaluation criterion.

Sometimes there are team members we want on the bus… but we need to move them to the right seat. Sometimes we find a person that we want to hire, knowing we will need to find the right seat for them later.

The hedgehog is decisive and focused on a single big idea, and it's that principle you want to bring to your company. Know what your one big thing is and focus your time and resources on driving that thing.

FIRE BULLETS THEN CANNONBALLS

Cannonballs do a lot of damage, but they also cost a lot of money. Fire bullets first to test effectiveness and save the cannonballs for when you're confident you'll make the biggest impact. Imagine that you have a limited amount of gunpowder, and you are facing a mighty foe. How do you approach the battle? The reality is, we all have a limited amount of gunpowder, whatever our gunpowder may be. In your business, it may be financing, it may be time, it may be people, or any other limited resource. Collins stresses that we don't take a "Ready-fire-aim" approach and, instead, conserve your powder until you've proven you can hit the mark. When you've proven your accuracy, blast the goal or target to bits with your biggest cannonballs.

Problem: At Zeus, we have capital to deploy to improve our businesses. We are constantly trying to innovate, but we want to make sure we reserve the bulk of our investments for the highest impact cases.
**Solution:** When an innovation idea comes up for consideration, we've built a process to test and learn and allocate funding as we get results. This reserves our cannonballs for where we know we'll hit the mark.
Why it works:
- It encourages testing of new ideas across the organization
- It requires proof before we dedicate major resources

THE 20-MILE MARCH

Roald Amundsen and Robert Scott raced to the South Pole in the early 1900s. The winner would be the first to reach the major milestone, but the path was grueling with difficult terrain and severe weather. Amundsen's group committed to marching 20 miles a day regardless of conditions. Scott went as far as
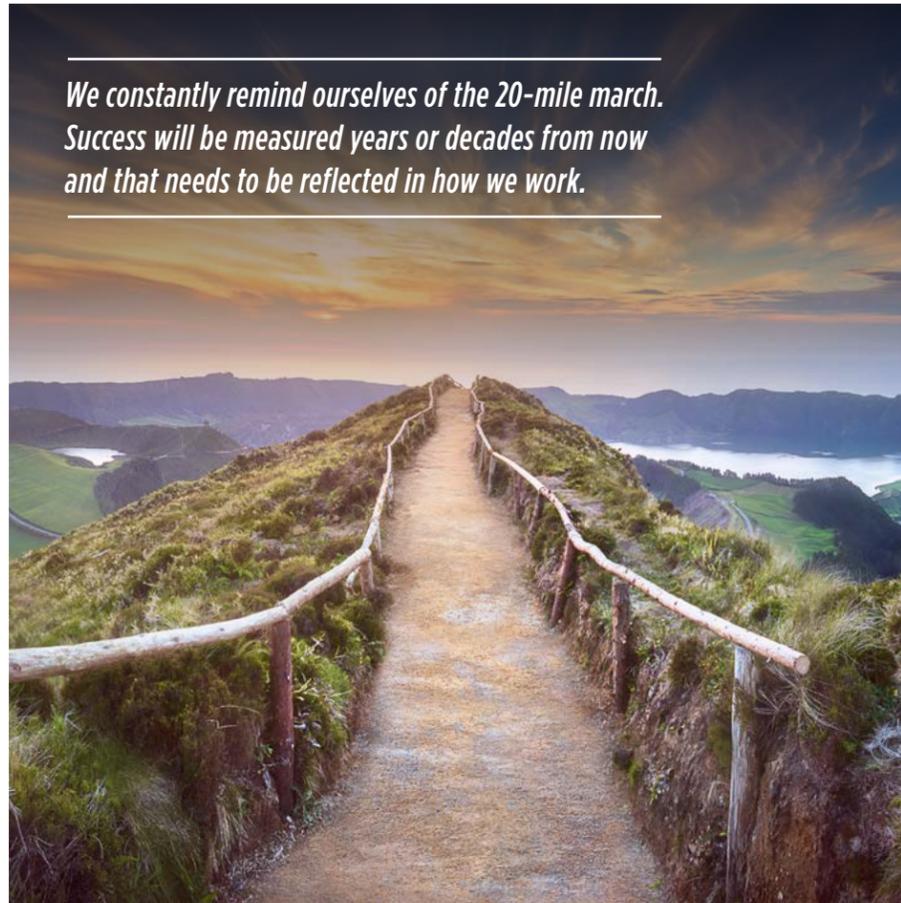
We constantly remind ourselves of the 20-mile march. Success will be measured years or decades from now and that needs to be reflected in how we work.

possible on the days with good weather and hunkered down when conditions were tough. Amundsen's team became the first to reach the South Pole and safely returned home. Scott's team made it five weeks later but perished on their return trip.

Problem: When we add a new company to our network, there is a laundry list of things to get done. If we push as hard as possible, we'll burn ourselves and the team out. We need to pace ourselves but remain disciplined to get everything done.
Solution: We constantly remind ourselves of the 20-mile march. Success will be measured years or decades from now and that needs to be reflected in how we work.
Why it works:
- It forces you to plan for the long haul and pace yourself
- It requires discipline to make consistent progress
- It avoids the temptation to pursue every initiative at once

BIG HAIRY AUDACIOUS GOAL (BHAG)

A goal so ambitious that it centers the entire organization to stretch to reach a single, measurable purpose.

The first test of a BHAG is that it must truly be audacious. It isn't an expectation. It isn't a stretch goal. It's something far and away beyond your normal course of business. It's big enough that achieving it would be life changing for your organization.

In 2011, our team at UAS dared to dream of being named as the TMA Monitoring Center of the Year. This honor typically went to established industry giants many times the size of our organization with resources far beyond what we had access to. It was an honor we had no business thinking about, let alone pursuing.

We communicated this goal to our entire organization and rallied everyone behind our monitoring center. Not only did this focus our efforts on further delivering exceptional service to our customers, but it also educated our people across departments on the importance of our monitoring center.

After seven long years and continued focused effort, we were named one of three finalists in 2018... and lost. We did not win 2019 or 2020 either.

Finally, in 2021, UAS was named the TMA Monitoring Center of the Year. We celebrated a decade of hard work across the organization and looked back on the BHAG as something that unlocked incredible value for us. Our monitoring center is far ahead of where it would have been if we had stuck to attainable goals instead of pursuing something that, at the time, was truly audacious.

Problem: As we've built Zeus, our network includes companies that are mature and have not been hyper-focused on growth in recent years
Solution: Set a BHAG for growth far beyond recent performance to refocus attention on building a growth engine
Why it works:
- It separates the goal from a budget.
- It creates excitement instead of fear.
- It makes clear that we won't achieve it without significant effort.
- If we get 75% of the way there... it will be a game-changing win.

EXECUTIVE SUMMARY:

- **On the bus:** Decide who you would want on the bus to your new office to carry the organization forward.
- **Hedgehog:** Focus on what your organization can be the best at.
- **Bullets before cannonballs:** Test with bullets and make sure you're ready before you fire cannonballs.
- **20-mile march:** Pace yourself and remain disciplined through obstacles to reach your goals.
- **Big hairy audacious goals:** Rally the organization behind an ambitious target.

Big Takeaways on the Power of a Common Language
- Language is powerful – it can help us move faster and drive consistency across our organizations.
- Anything can be inspiration – I have used concepts from Jim Collins with success, but find something that resonates with you and your team.
- Consistency is key – Especially as you get started, repeat your common language often. Make sure it is a part of your recurring meetings and new-hire onboarding.

Creating a common language is even more important to us as we continue to scale our organization.

Zeus Fire & Security is made up of the national account provider Universal Atlantic Systems based in Philadelphia, Alert Alarm Holdings based in Hawaii and SMG Security based in Chicago. We continue to add to our network, and it is critical that we are all aligned and moving in the same direction.

Look for more good things to come from us as we achieve our BHAGs by getting the right people on the bus, remembering our hedgehog strategy and testing our theories before going all in. If we do these things in a consistent and methodical 20-mile march, we can and will achieve great things.

Article written by Scott Elkins, CEO of Zeus Fire and Security. Permission given by the writer for reprint in this issue.

DMP BOOK CLUB: *Good to Great* by Jim Collins

#1 BESTSELLER FIVE MILLION COPIES SOLD

Why Some Companies Make the Leap... and Others Don't

GOOD TO GREAT

JIM COLLINS
Coauthor of the bestselling *BUILT TO LAST*
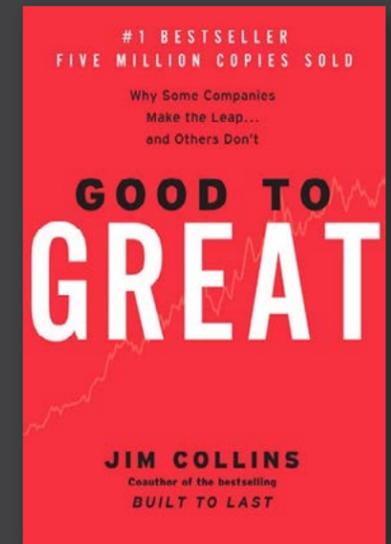
Good to Great presents the findings of a five-year study by Jim Collins and his research team. They identified public companies that had achieved enduring success after years of mediocre performance and isolated the factors that differentiated those companies from their lackluster competitors. These factors have been distilled into key concepts regarding leadership, culture and strategic management.

The findings of the Good to Great study shed light on virtually every area of management strategy and practice. The findings include:
Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness.
- The Hedgehog Concept: (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence.
- A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology.
- The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap.

DMP UNIVERSITY
Training Opportunities

Training hosted at DMP Headquarters in Springfield, Missouri

Training on-site for you and your team at your company

Online training, videos and webinars

With our vast world-class training options, you and your employees can gain intensive product knowledge, sales insights and leadership training through online courses or in-person training at DMP Headquarters.

TECHNICAL TRAINING

Hosted at DMP Headquarters, this bootcamp is designed to immerse technicians in DMP products and culture. Hands-on training labs are geared to dealer technicians who have basic alarm installation experience, basic computer skills and mobile app exposure.

TECHNICIAN BOOTCAMP

For those who have a greater understanding of DMP's higher level programming. Technicians who passed our Technician Bootcamp are invited to take this course, hosted at DMP Headquarters.

ADVANCED TECHNICIAN BOOTCAMP

This class includes hands-on instruction for Entré™ certification. Prerequisites required before enrollment in an upcoming class. Certification requires full attendance in the three-day class and a passing score on all certification exams.

ENTRÉ CERTIFICATION

Instructor-led, on-site training for your team. Each course consists of interactive classroom training, combining traditional classroom-style teaching with hands-on training.

CONTROL PANELS AND OTHER HARDWARE TRAINING

Instructor-led, on-site training for your team. These training courses provide an understanding of the basic features, how programming effects the systems and the correct way to program each software.

SOFTWARE TRAINING

Instructor-led, on-site training for your team. These courses engage technicians, programmers and salespeople with end user training from a keypad and Virtual Keypad.

END USER TRAINING

SALES TRAINING

Solid sales strategies that will last a lifetime, taught at DMP Headquarters. Whether you're in commercial or residential sales, this class will teach you sales techniques to use when speaking to prospective customers.

SALES ACADEMY

Sales Management Academy provides the tools you need to be an effective sales leader. You will learn how to onboard and train and how to assess salespeople to promote their growth and development.

SALES MANAGEMENT ACADEMY

Instructor-led, on-site training for your team. This class teaches a methodology to generate leads and self-generate sales through value, exceptional customer service, integrity and professionalism.

UPSELLING TRAINING

Instructor-led, on-site training for your team. This class is an abbreviated version of Sales Academy that gives each salesperson an opportunity to learn from other sales professionals. An overview of sales and product training is provided to ensure you have the necessary skills to be successful.

SALES SKILLS TRAINING

ONLINE TRAINING

World-class training online. Gain intensive product knowledge, sales insights and leadership training through online courses. Become more competent and confident in your product knowledge with online, on-demand courses.

DMP UNIVERSITY (LMS)

Produced in studio at DMP Headquarters. Virtual events to help you and your team succeed. Past virtual events are also available for viewing.

WEBINARS

Training videos available online at DMP.com. All your questions answered about DMP products with this series of training videos. These training videos provide how-tos on DMP products, software and hardware.

TRAINING VIDEOS

Online training that provides Entré certification. Completion of prerequisites before enrollment. Certification requires a passing score.

ENTRÉ CERTIFICATION

One-Day Sales Training Workshops Hosted Throughout the U.S.

SALES EXCELLENCE TRAINING
EST. 2019

Sales Excellence Training Tour is designed to give each salesperson an opportunity to learn from other sales professionals by providing a space where collaboration is encouraged to drive sales growth. DMP Director of Sales Training Jack Conard also offers a thorough, yet brief overview of indispensable sales skills needed to succeed in the security sales industry, given his 40 years of experience in the field. He also conducts DMP product-specific training to educate dealers on the distinctives of DMP products. It is an educational, fun and rewarding experience guaranteed to sharpen your skills.

REGISTER HERE

2023 WINTER TOUR DATES

JANUARY 25 | GREENVILLE, SC
with Mark Taylor

FEBRUARY 22 | PLEASONTON, CA
with Josh Jetton

MARCH 1 | HOUSTON, TX
with Emanuel Maire

MARCH 15 | ORLANDO, FL
with Jeff Garetano

Hosted in cities throughout the United States

A one-day workshop

Sales training specifically for DMP products

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grow
ESAWEB.ORG

Our business is building yours.

Join the electronic security and life safety industry's largest professional association of integrator and dealer companies.

- ✓ Training discounts on ESA's National Training School's online and virtual live courses
- ✓ Exclusive rates on Security America's industry-specific insurance coverage
- ✓ Discounts on sales training
- ✓ ESA Member Savings Program with discounts on fuel, office supplies, shipping, credit card processing, tools/equipment and more
- ✓ Lead generation through ESA's "find a professional" platform on Alarm.org
- ✓ National networking and best practice sharing, free of competitive risks
- ✓ Government advocacy and representation

- ✓ Access to exclusive online resources for finding, hiring new talent, looking up licensing requirements, employee engagement surveys and more
- ✓ Active PR efforts for enhancing your company exposure in local and national news outlets
- ✓ Access to ESA's "Training as a Service" — concierge onboarding and personnel development program, including assessment testing and customized training paths
- ✓ All NEW IINTEGRATOR MEMBERS receive a $250 online training gift card

ESA ELECTRONIC SECURITY ASSOCIATION

The Voice of the Electronic Security & Life Safety Industry

THE SALES SKINNY
ROADMAP TO SUCCESS

To sell to at your highest potential, it's important to gather as much information from potential customers as possible. To maximize the amount of information you receive, you need to ask the right types of questions.

In my opinion, it's best to start with simple questions to get an idea of what your potential customer's current situation is. These questions could be as simple as:

"Are you interested in a security system for you home?"

When you begin talking to a prospect, your first few questions should be easy for you to ask and easy for the prospect to answer. After asking the questions that tell you more about the prospect's current situation, you can begin to ask questions related to problem identification. These questions are used to uncover problems, difficulties and dissatisfaction. They should be along the lines of:

- "Do you get a lot of false alarms?"
- "Is your current system difficult to use?"
- "Is there a feature you wish your system could do?"
- "Are you satisfied with your current system?"

Problem identification questions can uncover prospects' implied needs. Implied needs might sound like "our system can't cope with …" or "we're not happy with …"

Our job as salespeople is to take those implied needs and turn them into explicit needs. Explicit needs sound like a straightforward statement of a prospect's wants or desires. An explicit need may sound like:

- "We need more security coverage."
- "We're looking for a more reliable system."
- "I must eliminate our shrinkage problems."
- "We want to increase the safety and security of our family or business."

If your prospect has stated an explicit need, you can begin to ask questions with the intent of making their implied needs more urgent. An **implication question** identifies and clarifies the consequences of not meeting an explicit need. It might sound like:

- "How much do those false alarms cost?"
- "What effect does the situation cause?"
- "Could your unreliable system lead to increased cost?"
- "If you don't harden your defenses against this situation, what do you think the future will hold?"

Once the buyer agrees the problem is enough to justify action, a successful salesperson asks **needs-payoff questions** to encourage the prospect to focus on solutions and describe the benefits the solution brings. These questions ask about the value of solving the problem and could sound like:

Jack Conard,
Director of Sales
Training

- "How would eliminating those false alarms benefit you?"
- "Why is it important for you to solve this problem?"
- "How would changing the situation help you?"

The psychology behind the need-payoff questions is to get the prospect to talk about the benefits of solving the problem. These questions help reduce objections and focus the customer's attention on the solutions rather than problems. Rather than you repeating the benefits of your system to the prospect, these questions allow them to come up with the benefits of purchasing from you on their own.

To sell at your highest potential, you need to ask the right questions and learn to guide the prospect toward their own conclusions. As always, feel free to reach out to me with any sales-training related questions or concerns, at JConard@DMP.com or 417-983-4396.

And always remember, if you don't make the sale, you work for free.

Are You Taking Advantage of Dealer Account Yet?

Owen Security Solutions Says It's a Simple, Safe and Secure Way to Save Time and Money
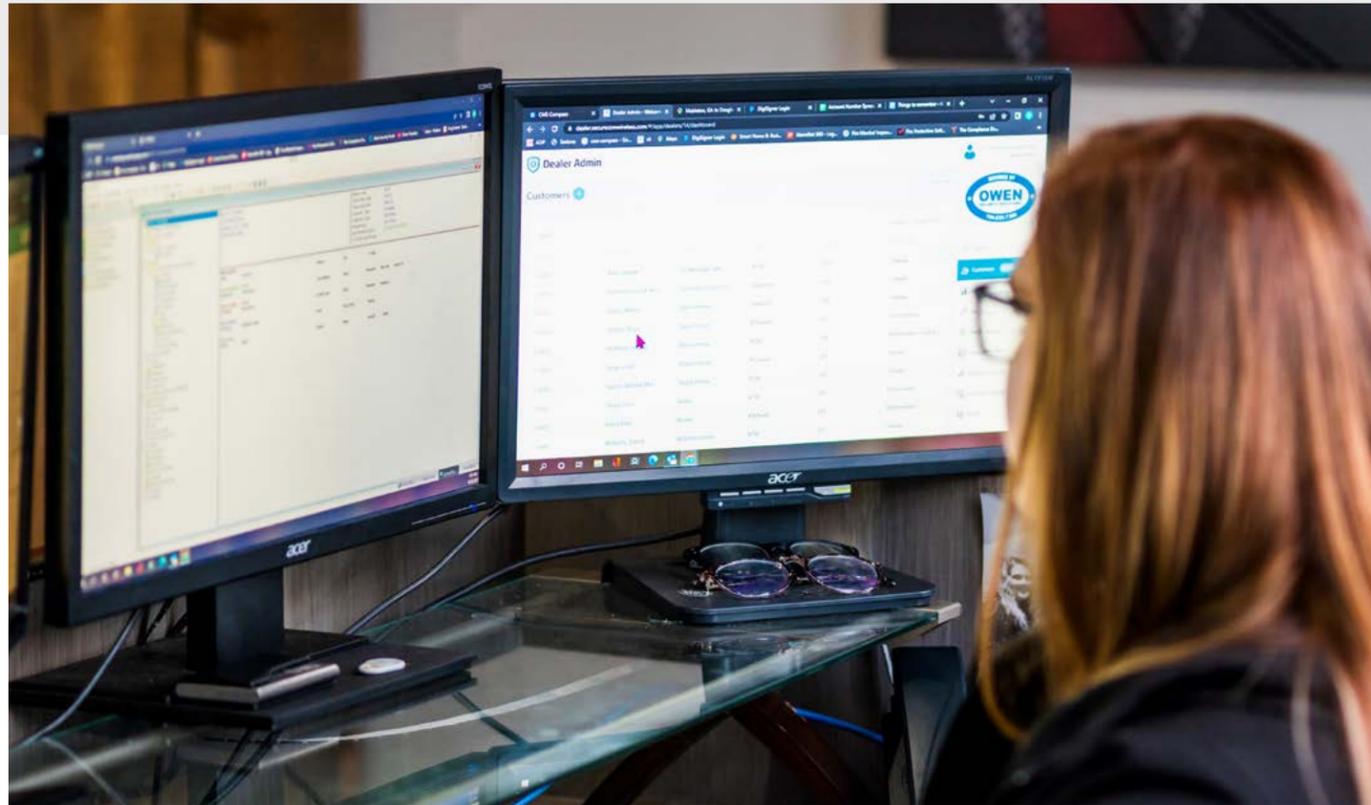
Erica Johnson, Service Coordinator

Madelynn Innes, Copywriter

With 8,000+ customers and 40 employees, Owen Security Solutions partners with DMP to meet its customers' security needs — in addition, Owen's Director of Operations April Chastain says DMP's secure accounting portal also plays a key role in supporting the company.

"Dealer Account has taken us to the next level," Chastain says. As a 12-year employee at Owen, she adds, "We've been using Dealer Account since it was introduced in 2019, and it has made a big impact on our day-to-day efficiencies."

What is Dealer Account?
Dealer Account provides you with a dashboard of important information about your account. It's like a private link to your DMP Accounts Receivable Specialist — conveniently available 24/7/365, giving you real-time private access to your account details whenever you need them.

As the one at Owen who makes sure DMP orders are placed in time for customers' scheduled installations, Chastain says, "It's my job to make sure things runs smoothly and efficiently." To track shipments, Chastain appreciates not having to look through emails to find tracking numbers. Instead, that information is all available from Dealer Account — all she has to do is log in to verify when orders will arrive.

Dealer Account also lets you manage open invoices. Otherwise, Chastain explains, "We were using a combination of logging
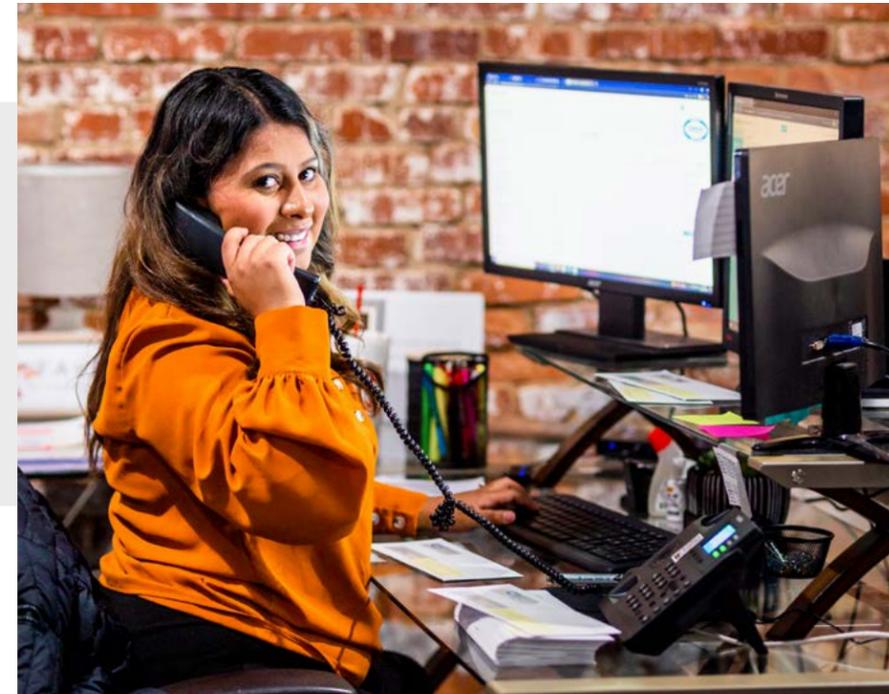
Jazlyn Amick, Accounts Receivable

into DMP's website to see what invoices were open and then referring back to our accounts payable system. There was always a lot of back and forth with a lot of questions. Having it all in one place is much easier."

With one button from Dealer Account, you can also print and download a list of unpaid invoices into Excel with invoice numbers, the amount due and due dates. This makes it easy to forward the report, sort or make notes.

"We're doing our best to make it as easy as possible to do business with us," says DMP CFO Chris Stange. "And that's exactly why we continue to expand Dealer Account."

This summer, Dealer Account added DMP's price list, updated the first of the month. You'll also see any upcoming price changes taking effect the next month. With this, you're always working with up-to-date pricing.

"You can also download the price list with the newest updates," Chastain adds. "We have been

developing our own software — being able to download the price list from Dealer Account has been very helpful." The downloadable file is available to view in Categories, Part Numbers or as a Flat File without formatting.

How Dealer Account Helps Save Money
Like Owen, you can also use the portal to securely schedule and pay invoices electronically, directly to DMP with no delays. You're never at the mercy of the U.S. Postal Service to deliver checks on time. After logging in, simply select the invoices you wish to pay and when. This gives you complete control of your cash flow. You can also schedule payments to be made today or anytime in the future. Dealer Account even calculates and automatically applies any available early-pay discount.

For instance, the ability to schedule electronic bank-to-bank payments allows you to take advantage of DMP's early-pay discount and manage your days to pay so you're eligible for DMP's Free Ground Freight program.

$ **Dealer Account**™

"Dealer Account has taken us to the next level," says April Chastain, Director of Operations at Owen Security Solutions. "We've been using Dealer Account since it was introduced in 2019, and it has made a big impact on our day-to-day efficiencies."

When it comes to keeping track of these discounts, Chastain adds, "Because bills are created after we receive the order, we could miss getting the discount. But this helps us stay on track so we can save money."

Simple, Safe and Secure
Making payments through Dealer Account isn't just simple — it's safe and secure. Just set up a bank account to pay from — this

From Left to Right: Front Row: **April Chastain,** Director of Operations; **Savannah Crump,** Installation Manager; **Michelle Green,** Controller; Back Row: **Chris Pierce,** President; **Justin Owen,** CEO; **Zack Foster,** Operations Manager.

706.629.7398

Nearly Five Decades and Counting

Owen Security Solutions is doing everything it can to be the most preferred and trusted property and life-safety solutions company in North Georgia. That dedication continues to be recognized and appreciated, not only by customers but also across the industry, evidenced by Owen Security Solutions being named 2019's Installer of the Year by Security, Sales & Integration.

Like DMP and so many of its dealers, Owen Security Solutions is family owned and operated. Founded in 1973 by Gary Owen, the company opened its doors to serve families and businesses in Calhoun, Georgia — and like so many DMP dealers, its service territory has continued to expand. In fact, under the leadership of Owen's son, Justin, the company has rapidly grown to be one of the largest security systems companies in Georgia and a 2017 member of the SDM 100.

is a one-time process. When you submit your bank information, it's encrypted using industry-standard protocols to a secure data center that's PCI DSS Level 1 compliant and SSAE 16 certified. Banking data is not stored on DMP servers.

To make sure you always have the software support you need, Dealer Account also provides visibility to your software licenses and their support statuses. Thirty days prior to a license expiration, company Admins, License Managers and everyone on the License Contact list will receive an email reminder with a link to the

support invoice. You can export this list, just like open invoices and current price lists, so the information is easy to share and update.

How to sign up and begin using DMP Dealer Account?
If your company has not used DMP Dealer Account, contact your DMP Accounts Receivable representative to sign up. Dealer Account is a free service to DMP dealers — and while other vendors offer similar accounting portals, Chastain adds, "This is one of the easiest to use and the most user friendly. It's easy to go in and find what you need."

Karah Witt, Accounts Receivable

Sales training class held at Owen Security in Calhoun Georgia, taught by Jack Conard, Director of Sales Training.
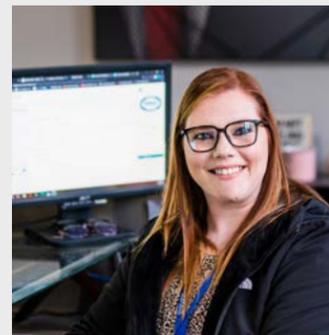
Erica Johnson, Service Coordinator

JOIN TMA!

The Monitoring Association (TMA) is a thriving professional community of security integrators, monitoring centers, and third-party monitoring providers, as well as security manufacturers, service providers, and consultants. **Join TMA and give your company every advantage for success in today's competitive marketplace.**

A Network You Can Trust.
As a TMA member, your team is instantly part of a network of professionals with knowledge, experience, and expertise that spans security and monitoring operations and technology. Consultants and service providers who specialize in marketing, insurance, risk management, law, banking, and finance are also engaged within TMA. **Take your business to new levels of success with TMA.**

A Forum for Your Voice.
From groundbreaking ANSI standards to influential legislation, TMA members have the opportunity to be on the frontlines of decision-making that will impact the future of their business. **Make certain your business' priorities and interests are represented by TMA.**

A Resource for Competitive Distinction.
TMA offers credentials and programs designed specifically for monitoring centers. When prospects look to evaluate service providers in today's competitive landscape, TMA's Five Diamond and IQ credentials and ASAP-to-PSAP service convey a commitment to service excellence. TMATraining.org features an extensive portfolio of online courses for professionals in the security industry. TMA members receive discounted prices. **Distinguish your business in the marketplace with TMA.**

To apply, visit tma.us/membership/why-join/.

The Monitoring Association

Dealer Account™

FREQUENTLY ASKED QUESTIONS

MEET THE DMP ACCOUNTS RECEIVABLE SPECIALISTS

Cindy Norris
CNorris@DMP.com

Sara Dunaway
SDunaway@DMP.com

Carla Pinkley
CPinkley@DMP.com

If you have any questions, contact your Accounts Receivable Specialist or call 800-641-4282.

DMP Dealer Account provides real-time access to your Digital Monitoring Products, Inc. (DMP) account, and it's available at your fingertips 24/7, 365 days/year. DMP Dealer Account is simple and safe. And, best of all, it will save you time and money. Below are some frequently asked questions to help you better understand this service.

HOW DOES IT WORK?

DMP Dealer Account provides you with a dashboard of important information about your account. You can easily reprint or download DMP invoices, conveniently and securely pay invoices and review the status of software licenses.

HOW MUCH DOES IT COST?

It's FREE! DMP Dealer Account can create savings for you because it allows you to manage your cash flow by scheduling payments. You also save on postage, check stock and envelopes. No more stop payments and checks to re-write for checks lost in the mail.

HOW DO I SIGN UP AND BEGIN USING DMP DEALER ACCOUNT?

If your company has not used DMP Dealer Account, contact your DMP Accounts Receivable Specialists. If you don't know who that is, simply call 800-641-4282 and ask to speak with someone in Accounts Receivable. If your company is already using DMP Dealer Account, your administrator can easily invite you to begin using the system.

CAN I MAKE PAYMENTS THROUGH DMP DEALER ACCOUNT?

YES! It's simple, safe, and secure to make ACH payments via DMP Dealer Account. Set up a bank account to pay from — this is a one-time process — then select the invoices you wish to pay. You can schedule payments to be made today or anytime in the future. DMP Dealer Account even calculates and automatically applies any available early-pay discount.

IS MY ACCOUNT INFORMATION SAFE?

Yes, when you submit your bank information, it's encrypted using industry-standard protocols to a secure data center that's PCI DSS Level 1 compliant and SSAE 16 certified. Banking data is not stored on DMP servers.

SIAC
Security Industry Alarm Coalition

One Voice for The Alarm Industry on Alarm Management Issues

WHAT WE DO

Education | Network Liaison | Intervention | Communication

60% Average Alarm Dispatch Reduction Per City

85% Of Customers Will Not Have a Single Dispatch in a Year

MODEL ORDINANCE RESULTS

DONATE

SUPPORT SIAC

We have no membership dues,
We sell no products or services
We depend on you!

SIAC TEAM

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Ph: 770-807-5157
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DMP ON THE JOB

DMP On The Job is a newsletter series full of educational information, helpful tips, events, news and resources created specifically for technicians.

DMP'S DEALER ADMIN ALLOWS FOR PRE-PROGRAMMING

Matthew Wolf,
Training
Development
Specialist

Say hello to a faster, more user-friendly way of setting up your security systems with Dealer Admin. Dealer Admin is a cloud-based portal that allows you to manage your business and your customers' DMP panels, including universal communicators and more. Dealer Admin can make better use of your valuable time by creating a more efficient install process. With Dealer Admin, you can view your customer list, sales trends, personnel list and program your panels all from one platform.

Dealer Admin helps you install more systems by reducing your time on-site with Auto and Pre-Programming. Pre-programming is used to program all aspects of a system before installation.

This includes users, profiles, schedules and much more. This programming can be sent to the panel once the panel is connected and communicating. Auto Programming allows you to automatically send that programming to the panel once it comes online.

Templates allows you to create customized programming setups to standardize your programming across multiple panels. You can create a variety of templates based on the needs of your customers or your market. Using Templates will save you time during programming and installation.

Mass Programming allows you to make changes to programming

and send those changes to multiple panels at once. From the Mass Programming Dashboard, you can check the status of your programming changes to see when they're complete.

If you have dozens – or even thousands of panels that need to be updated, you can use Bulk Remote Update to start the update process at the same time. From the Bulk Remote Update page, you can select a single panel or multiple panels to update to the latest firmware version. With just a few clicks of the mouse, you can keep your customers up to date faster than ever before without leaving your office.

CAN I HAVE MULTIPLE SYSTEMS IN VIRTUAL KEYPAD?

Virtual Keypad gives your customers control of their security systems wherever they are.

Virtual Keypad can be accessed through their mobile devices or through a browser with VirtualKeypad.com. With the modern and intuitive design, Virtual Keypad is a great tool for your customers to interface with DMP control panels, X1 access control and all Com Series communicators.

Not only do your customers have security, piece of mind and control in the palm of their hands, but they are also reminded of the services you provide with Virtual Keypad's custom branding.

In Virtual Keypad, you can manage user codes and credentials with ease. The system manager/owner can add, delete and modify users and edit their codes.

For XT Series and XTL Series systems, the system manager can assign authority levels to each

user (Master: Full authority or Arm Only authority). Users can also be assigned Temporary, which are automatically deleted in seven days.

For XR Series control panels, the system manager can create up to 99 profiles, each with defined capabilities. Users are then assigned up to four of these profiles. For Temporary users, the system manager can specify the date and time when the rights will expire.

Virtual Keypad allows your customers with multiple systems to manage all their systems from one place. After logging in, your customer can select a system from the drop-down list of available systems. Users across multiple systems can be added, edited or deleted rather than having to go into each panel individually. Systems can be grouped together, such as regional facilities, so it's easier to update users' profiles across multiple systems or manage schedules the facilities share in common.
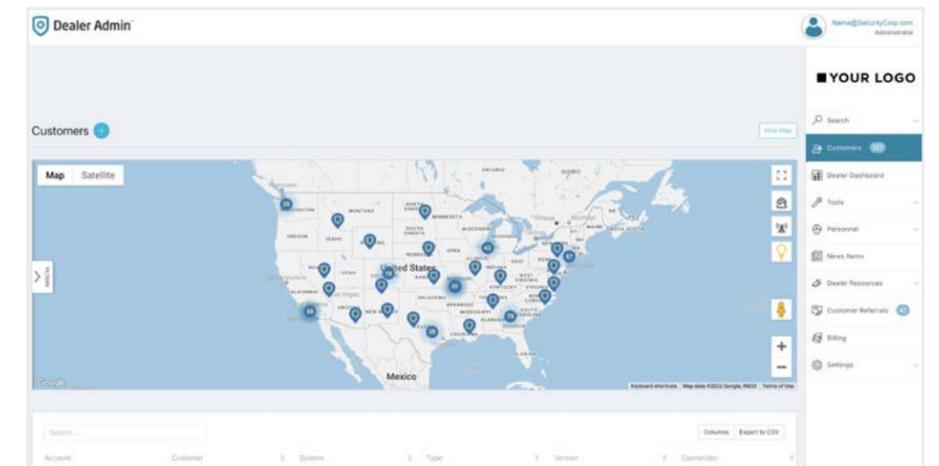
TECH SUPPORT REPRESENTATIVE SPOTLIGHT

Jonathon Botchwey

What Tech Support team are you on?
I am on the Hardware/Software team.

How many years have you been at DMP?
Two and a half years.

What is your favorite DMP Value and why?
My favorite DMP Value is fun. A workplace where fun is incorporated helps to keep things lively and entertaining.

A little about me:
My hobbies include playing and recording music, spending time with my wife and puppies, video games and fishing.

METRICS DASHBOARD

These metrics will be published each quarter.

17 seconds — **INSIDE SALES** average wait time

19 seconds — **CUSTOMER SERVICE** average wait time

27 seconds — **SECURECOM CUSTOMER SERVICE** average wait time

1 min 55 sec — **TECH SUPPORT** average wait time

Salespeople Trained In-Person
215

DMP University Instructor-Led Trainings
3,145

DMP University LMS Courses Taken
4,600

18.3%
Dealers Who Use the 1% Net 10-Day Discount

37%
Dealers Who Pay Using Dealer Account or EFT

AVERAGE RMA TURNAROUND TIME: 1.67 DAYS

SIA

PASS — Partner Alliance for Safer Schools

SIA is committed to promoting a safe learning environment for every student, which is why in 2014 we partnered with the National Systems Contractors Association to create the **Partner Alliance for Safer Schools (PASS)** – a nonprofit that brings together expertise from the education, public safety and industry communities to develop and support a coordinated approach to making effective use of proven security practices specific to K-12 environments and informed decisions on security investments.

The PASS Safety and Security Guidelines for K-12 Schools are the most comprehensive details available on best practices specifically for securing K-12 school facilities, including elementary, middle and high schools. We encourage schools to leverage these free guidelines as they work to harden their facilities, control access and protect their students, faculty and staff. Additionally, SIA's Guide to Resources for the Prevention and Mitigation of Active Shooter Incidents can help you prevent and prepare for attacks and survive an incident if it occurs.

LEARN MORE

PASS — SCHOOL SAFETY AND SECURITY CHECKLIST

PASS — SAFETY AND SECURITY GUIDELINES for K-12 Schools

DOWNLOAD THESE RESOURCES

OTHER RESOURCES REGARDING ACTIVE SHOOTER SAFETY

TECH SUPPORT FAQS

Brent Appleby,
Director of
Technical
Services

When you require assistance with configuring, programming or troubleshooting a technical issue, rely on DMP Technical Support. These product experts are kept up to date constantly on the capabilities of our technology and any known issues that have occurred in the field.

Contact Technical Support from 7 a.m. to 7 p.m. (Central) on business days with inquiries regarding any technical problem you encounter. They will draw on all the resources in DMP's headquarters facilities to evaluate your issue, develop a solution and work with you to implement it. If you require assistance in analyzing or designing an application, please contact Inside Sales. The team is eager to assist you to develop unique applications for DMP technology.

For answers to a few of the most commonly asked questions, take a look below. If you know of other questions that come up often, we encourage your suggestions for Q&A in future Digest issues.

Your technicians' success in the field is essential. What can we do to help you ensure that? Email us at TechSupport@DMP.com or call 888-436-7832.

1 — WHERE DO I INSTALL THE WIRELESS ANTENNA ON THE XT50?

The XT50 Wireless Antenna terminal block J20 is located at the top right corner of the circuit board. The antenna installs through a small opening in the top of the enclosure and is attached to the panel using the right terminal. The left terminal is not used.

2 — HOW DO I CLEAR A LOW BATTERY FOR WIRELESS DEVICES?

Replace the battery and perform a sensor reset by pressing Reset on the graphic touchscreen keypad or by pressing and holding the 2 key.

3 — WHY IS THE DOOR NOT UNLOCKING AFTER PRESENTING A CREDENTIAL TO THE READER?

ACCESS DENIED MESSAGE	MEANING
Invalid Code	The code read from the card does not match any user code in the panel.
Invalid Time	Access was attempted outside of the schedule assigned to the user's profile.
Invalid Area	User attempted to access an area that is not defined in their profile.
Invalid Level	Door access is not enabled in the user's profile or system is in Lockdown.
Armed Area	User attempted to access an armed area they do not have the authority to disarm.
Inactive User	User is marked as inactive in User Codes.

4 — DO I PROGRAM MY WIRELESS REPEATER AS A DEVICE IN DEVICE SETUP PROGRAMMING?

No. Repeaters are programmed as zones in the control panel. If you have multiple repeaters going in on the same system, they must be programmed with sequential zone numbers. Repeaters should be programmed as auxiliary type zones with disarmed open and disarmed short messages set to trouble and armed open and armed short messages set to alarm in advanced zone programming.

5 — HOW DO I PROGRAM KEYFOBS INTO THE PANEL?

PANEL	ZONE NUMBER
XT30/50	31-34 & 41-44
XTLplus/XTLTouch	51-54 & 61-64
XR100/500 & XR150/550	401-449

POTS LINE SUNSET COMING

Price Increases for TDM; Copper Retirement and Discontinuance of POTS Lines

BY SASCHA KYLAU, TMA AND AICC CO-CHAIR

This article was originally published in the August 31, 2022 Security Sales & Integration Magazine and is reprinted here with the permission of the author.

Recently you may have heard that there is a POTS line Sunset coming in August of this year. There has been a lot of panic and concern over this and most of this stems from misinformation that occurs whenever something confusing happens and people don't fully understand the buzz

words, terms and acronyms that get tossed around during conversations and press releases. There are a lot of the same types of words in this article but it's important to make sure the correct ones are used, as one would do with medical terms.

Many years ago, the FCC put in place a rule that forced LECs (Local Exchange Carriers) like AT&T, Verizon, Centurylink, etc. to provide services to CLECs (Competitive Local Exchange

Carriers) at wholesale rates. For example, if you wanted to use a CLEC as your carrier/phone provider, but they didn't have copper in the ground to the building, the Local Exchange Carrier was forced to provide last-mile services at a wholesale costs.

Now fast forward to today, prices for certain services purchased from competitive local exchange carriers are likely to go up by August 2, 2022 as a result of FCC actions taken in Order 19-72A1.

This FCC Order allowed price cap incumbent LECs (ILECs) (such as AT&T, Verizon, and CenturyLink) to cease complying as of August 2, 2022 with certain requirements that provided benefits to competitive LECs. Specifically, the FCC granted forbearance from the Unbundled Network Element (UNE) Analog Loop and Avoided-Cost Resale obligations imposed on price cap incumbent LECs (ILECs) in the Communications Act. UNE Analog Loops are one type of copper loop that had price caps and that ILECs were required to make available to competitors. These loops can provide only legacy TDM voice service.

Specifically, the Avoided-Cost Resale obligation requires price cap ILECs to "offer for resale at wholesale rates any telecommunications service

that the carrier provides at retail to subscribers who are not telecommunications carriers." Avoided-Cost Resale obligations are used by competitive LECs to provision legacy TDM voice service to business customers. By granting forbearance, the FCC allowed price cap ILECs to stop providing these benefits to competitive LECs after a three-year transition period, which ends August 2, 2022.

If you purchase service from a CLEC that is using price cap ILEC facilities or services as part of its service offering, you could be impacted by this FCC action. This would apply to both the monitoring stations, as well as the subscribers' facilities and the costs of POTs line or other TDM services.

So what this means is that after August 2 this year, the wholesale rate for these services no longer has to be at low rates, the LECs are going to be raising rates for these services, and in turn, the CLECS will be forced to raise the rates to the consumers and/or monitoring centers. We have already seen examples of rates going up as much as 10 times, which at that point is cost prohibitive to use.

And if that wasn't bad enough, the FCC also has taken other actions that are leading to the

retirement of copper lines and the discontinuance of TDM service. Specifically, the FCC has made it easy for carriers to discontinue TDM service by streamlining the section 214 discontinuance process and to retire copper lines by streamlining the network change notification process. AT&T, Verizon and CenturyLink have been filing 214s to discontinue TDM services for specific states/locations for several years. This is why we have seen outages and problems occurring regionally, as carriers are swapping out TDM central office switches with new VoIP switches. Even though the consumer still has what looks and feels like a POTS line, it is really just an analog conversion for the last mile, and then it is converted to SIP or other packed-based voice transmission services.

When they file to discontinue TDM service, carriers must show that a replacement service is available. As for the retirement of copper lines, the FCC essentially only requires notification before a carrier can retire copper. There has been a constant stream of carriers providing notification to retire copper lines in various states and localities for several years. Accordingly, companies should put procedures in place to ensure they are aware of any notifications regarding the retirement of copper lines and/or the discontinuance of TDM

services. Most of the time these notices come in very small print on the five-page bill you get every month, and for the most part, we throw away and never read.

It's important to understand carriers have no choice but to move all voice calling to packet-based facilities. There are several reasons for this — the first is that the old TDM central office switches have not been made for over a decade, and parts and service are just not available any more. Second, underground and pole-mounted copper is so old that it's no longer reliable; it is breaking and wearing out. With the cost of copper compared to fiber, there really isn't a choice but to install fiber. And lastly, the cost of moving voice traffic is so much more efficient when using packet-based services, and in order to stay competitive, carriers have to move in that direction. Make no mistakes; the POTS that we knew in the 70s and 80s is a thing of the past and is going away every day across the country.

Now that the 3G sunset is behind us for the most part, the next big thing is to get your subscribers off POTS and on to other technologies. This is so much easier than before, with lots of options and choices. It's time to get them moved to either IP, Cellular or Private Mesh Radio.

ABOUT THE AUTHOR: Sascha Kylau

Sascha has been in the alarm industry for 24 years and specializes in telecom, data and cyber security solutions for the industry. Sascha is very active in the monitoring industry and is the current co-chair of the Alarm Industry Communications Committee (AICC) as well as the co-chair of TMA's Technology Committee.

The Monitoring Association

AICC — Alarm Industry Communications Committee

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- High-security application reading of DESFire EV2 and EV3 contactless smartcard credentials, and more…

CSR-35 Mobile-Ready Reader
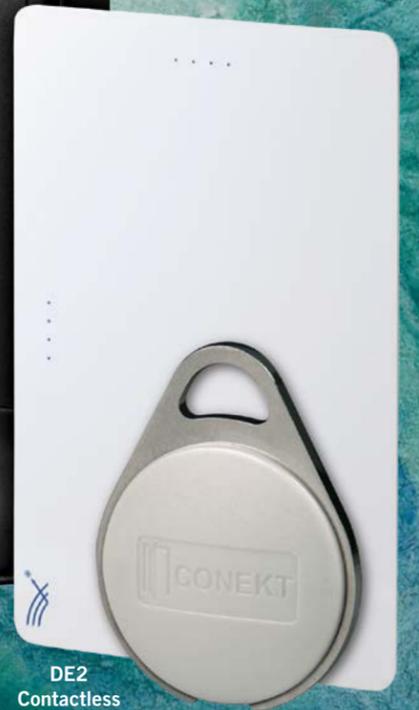
DE2 Contactless Smartcard

CSK-2 Contactless Smartcard Keyfob

CMC-2 Mobile Credentials

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- CENTRAL SALES — Derek Ottman
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- GREAT LAKES — Mark Barber
- NEW ENGLAND — Scott Mellecker
- NORTHEAST — Hunter Pardue
- NEW YORK METRO — Hunter Pardue
- MID-ATLANTIC — Dan Dossey
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Giving Back Spotlight:

CUSTOM COMMUNICATIONS, INC.
custom alarm
SINCE 1968
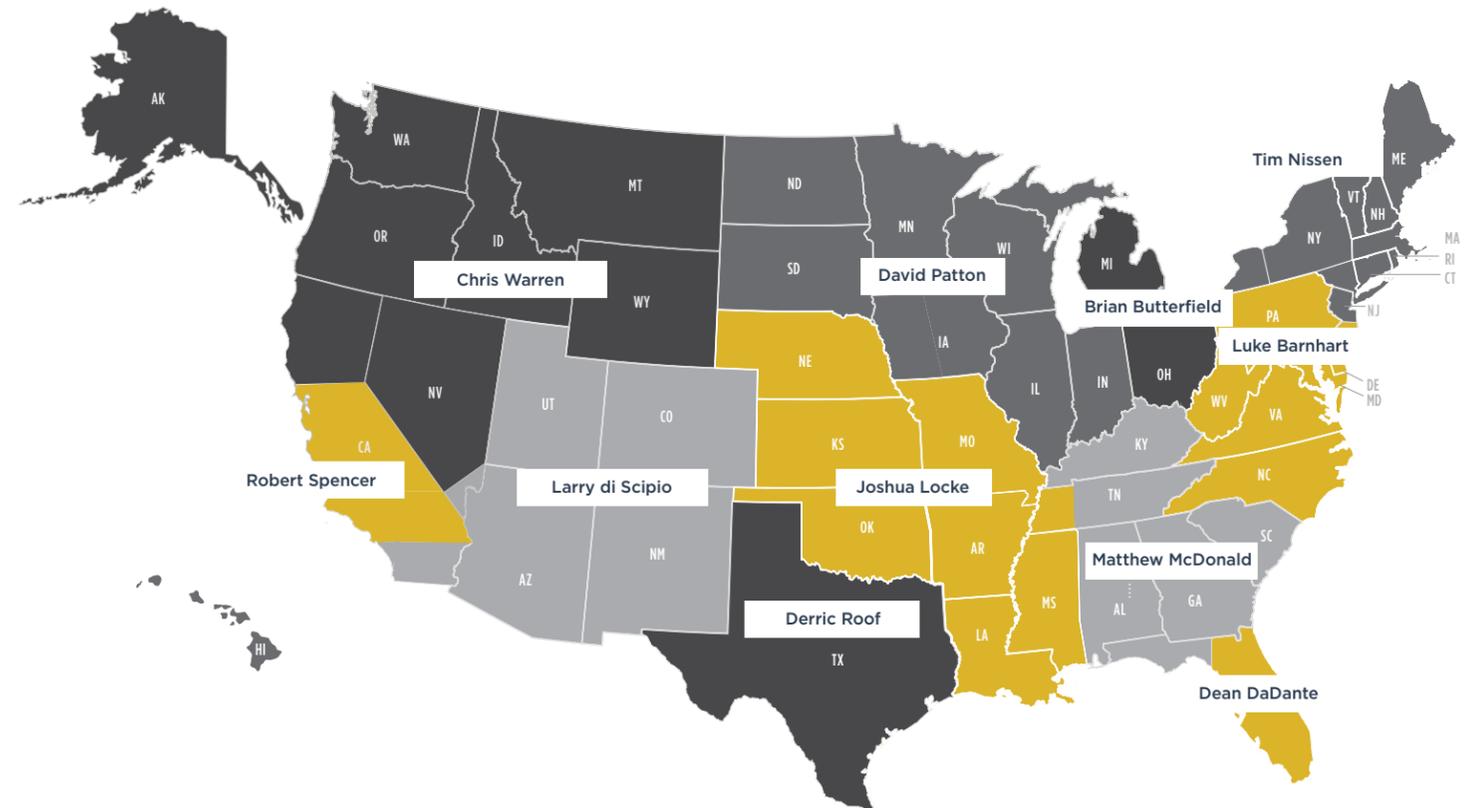
"Custom Cares"

Custom Alarm employees gather around Christmas gifts they've collected for a local family in need.

Custom employees ring bells for The Salvation Army during the holiday season.

4. Are employees involved in the organization?

Alongside monetary donations, Custom Alarm also encourages volunteerism among employees. The Custom Cares committee organizes various opportunities, making it easy for employees to get involved. Much like the DMP family, the Custom crew tracks their volunteer hours so they can see how much time they've donated and how many organizations they have supported at any given time. Here are a few examples of what community service looks like at Custom Alarm:

*   Adopt-a-Highway cleanup
*   Adopt-a-Family and Adopt-a-Child in need through

their local Childhood Cancer Community
*   Ringing bells for Salvation Army
*   Annual United Way campaign

Here are just a few examples of how Custom cares for their employees:

*   Family night at the local children's museum
*   Snow sledding for employees and their families
*   Ice cream truck
*   Holiday office decorating and viewing

So what's the "why" behind Custom Cares?
In the words of Anna Bradt, Marketing & Communications Manager: "We are committed to giving back in our community and

helping those in need. Our focus is both internal with our employees and supporting them during difficult times or celebrations in life such as marriages, births, deaths and milestone birthdays. We also focus externally and believe it is important to donate our time, talents and financially in different ways to different causes and organizations throughout the year. Our employees rally around the various organizations we focus on impacting, and it is rewarding for all involved."

Welcome, Custom Alarm. We applaud the many ways in which you invest in your employees and community. We're so glad to have you!

Alaina Shonkwiler, DMP Cares Coordinator

Custom Alarm is one of the newest dealers to join the DMP family in 2022. We knew we found a great partner in Custom Alarm when they mailed gift boxes to the DMP executive team. You can't help but appreciate that kind of midwestern hospitality.

Another indicator that Custom Alarm is a kindred-spirit company is their charitable giving program

is called "Custom Cares." Ours shares a strikingly similar title – "DMP Cares." Upon learning that, I knew we had to feature them in our Dealer Digest!

A Little About Custom Alarm
They're locally owned and operated in Rochester, Minnesota. They've been in business since 1968, specializing in fire alarm systems, intrusion, video surveillance and access control for residential and commercial customers.

The origin story of Custom Cares goes back to 2006. It began as an "Employee Cares" committee, celebrating employee milestones and life events. A few

years later (2010), the committee grew into "Custom Cares" – including community needs as well as employee celebrations. The present day committee is made up of members from different departments within the company. The group meets monthly to discuss donation requests from community organizations and employees. To facilitate such requests and guide their decision-making, the committee filters through a series of thoughtful questions:

1. Is the request coming from a customer?
2. Does it follow our area of interest?
3. Do we have money in the budget?

ADOPT A HIGHWAY
Custom Alarm

Two highways have been adopted by Custom. Pictured here are employees doing a recent cleanup in October 2022.

DMP EMPLOYEE
Favorite Recipes

To us, there's nothing better than a home-cooked family favorite recipe. Especially the ones that have been handwritten by a loved one and passed between family members and friends from recipe box to recipe box.

Last December, when our DMP family was invited to gather around our table at the annual Christmas party, each attendee received handwritten recipes from each of our Executive Management Group members. We want to share them with you too and hope you enjoy them at your table, especially through the upcoming holidays!

These are just a few of the recipes that were shared. For the entire set, visit:

"WE THREE KINGS" SALAD
from the kitchen of Mandy Tucker

INGREDIENTS

Salad:
• ¼ pound turkey, cut up
• ¼ pound hard salami, cut up
• ¼ shaved ham
• 1 package (6 ounces) grated swiss cheese
• Spinach leaves, torn
• 1 head of lettuce, torn
• 1 tomato, chopped
• Sweet Hawaiian rolls (about 1 per person)

Dressing:
• ¼ cup tarragon vinegar
• ½ cup oil
• ¼ teaspoon oregano
• ¼ teaspoon garlic powder

INSTRUCTIONS

1. Tear up rolls into small pieces, but not as small as croutons.
2. Add together salad ingredients, except for the bread pieces, and toss to combine.
3. When ready to serve, add bread pieces to salad.
4. Toss it all together, and enjoy!

GINGER COOKIES
from the kitchen of Valerie Stange

INGREDIENTS

• 2¼ cups flour
• 1 teaspoon baking soda
• 1 teaspoon salt
• 1¼ teaspoon cinnamon
• ½ teaspoon ginger
• ¼ teaspoon cloves
• 1 egg
• ¾ cup sugar
• ⅔ cup vegetable oil
• ¼ cup molasses

INSTRUCTIONS

1. Preheat oven to 350 degrees.
2. Mix together flour, baking soda, salt, cinnamon, ginger and cloves in a large mixing bowl.
3. In a separate bowl, mix together egg, sugar, vegetable oil and molasses.
4. Combine both mixtures.
5. Roll dough into one-inch balls, then roll into flour.
6. Place sugar-coated dough balls on ungreased cookie sheet.
7. Bake for 8 minutes.

SWEET AND SOUR GREEN BEANS
from the kitchen of Benita Shantz

INGREDIENTS

• 4 cans cut green beans
• 1 medium-sized onion
• 8 slices bacon
• ¾ cup brown sugar
• 1 teaspoon dry mustard
• ½ teaspoon garlic powder
• ½ cup white wine vinegar

INSTRUCTIONS

1. Cook bacon until crisp and crumble to pieces.
2. Chop onion.
3. Add green beans, bacon, onion, sugar, vinegar and seasonings.
4. Cook on high in slow cooker for 60 minutes.

SPATCHCOCK CITRUS TURKEY

From the kitchen of Mark Hillenburg

INGREDIENTS

• 15-pound turkey
• 3 tablespoons salt
• 1 tablespoon garlic powder
• 1 tablespoon onion powder
• 2 tablespoons Italian seasoning
• 2-4 each of oranges, lemons and limes
• 1 tablespoon parsley
• 1 tablespoon chicken seasoning

INSTRUCTIONS

1. Preheat oven to 275 degrees.
2. Layer sliced lemons, oranges, limes and herbs in a deep baking pan.
3. Center bird on top, stretching out.
4. Season outside of bird with butter and spices.
5. Cook for 3½ hours or until turkey reaches an internal temperature of 165 degrees.
6. Slice and serve.

Events

DMP Christmas Charity Initiative

Every year, DMP chooses a charity initiative to help out those in need during the holiday season. This year, the goal of "Knock Their Socks Off" is to donate 1,500 pairs of socks to local charity organizations

It only took one week after the charity initiative announcement was made for the goal to be met! Some employees pulled together with their departments to buy socks in bulk to donate.

As a core Value of DMP, the generosity of its employees is greatly appreciated!

Company Pickleball League

DMP has its very own pickleball league and court! Every Tuesday after work, a group of employees get together to play pickleball at the court in the warehouse. Employees can also play during their lunch breaks. Staying active is an important part of DMP's Value of having fun and living healthy.

DMP FAMILY Happenings

Welcome New DDM and RTM!

PHENG VANG
Dealer Development Manager, Northern California

JOSHUA LOCKE
Regional Training Manager, Central States and Lower Mississippi

View the 2022 Catalog

Koorsen Fire Museum

The Koorsen Fire Museum is a collection of several decades of fire equipment, advertising and other items of fire protection history, from the personal collection of owner Randy Koorsen. It is located inside of Koorsen Fire & Security's Training Center and is available to the public.
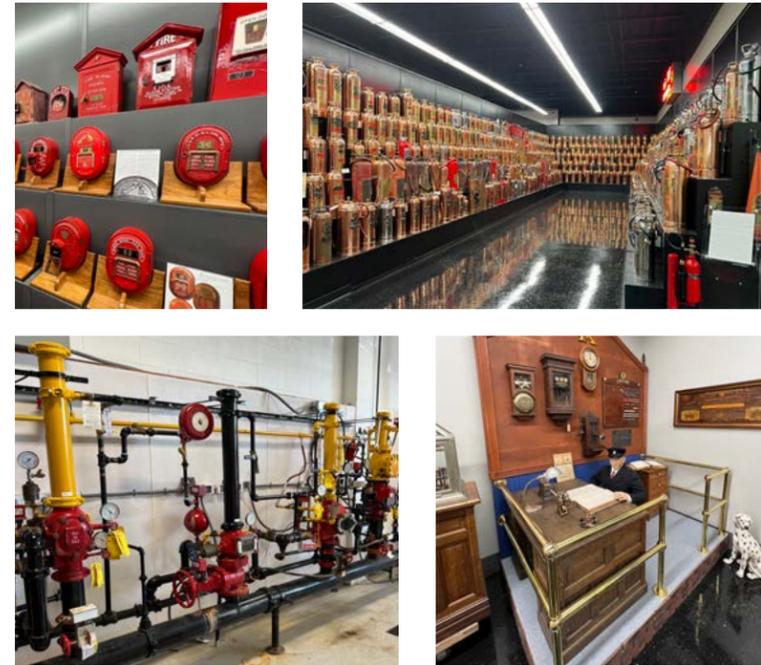
Securitas Security Symposium 2022

Great sessions at the Securitas Security Symposium 2022. To remain relevant in this industry, education and collaboration are critical - events like this are a great way to stay on top of what's most important.

DMP Social

Post your **install photos** on social and tag @dmpalarms!

DMP Dealer Techs &...
Avery Harper
Sep 29
View Insights   1.6K Post Reach
You, John Loud and 22 others   17 comments

DMP Dealer Techs &...
Joshua LeBlanc
Sep 27
Couple panels over the last few months. Whats your thoughts?
#SecureConnect
+10
You, Bryan Smith and 52 others   23 comments
Like   Comment
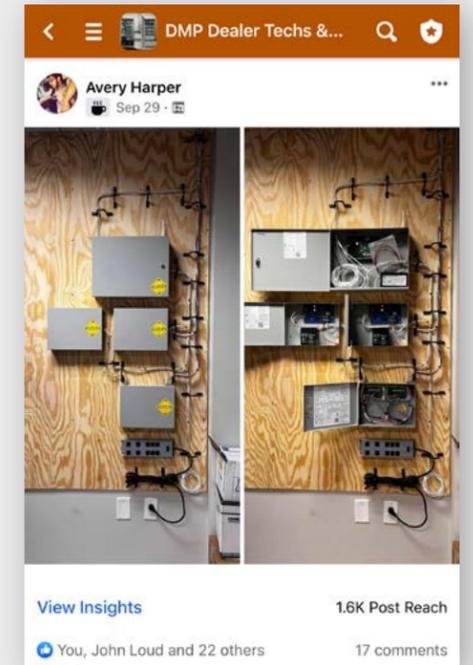
How can I have peace of mind that my business won't suffer when good help is hard to find?

Like so many businesses, alarm companies are having a tough time finding people.

You don't have a personnel shortage — you have a time shortage. Your current staff can accomplish more in the same time by doing more with Dealer Admin™.

- Account management
- Automatically program panels without installers/ technicians
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The time you gain can be used to focus on what's most important — taking care of your customers!
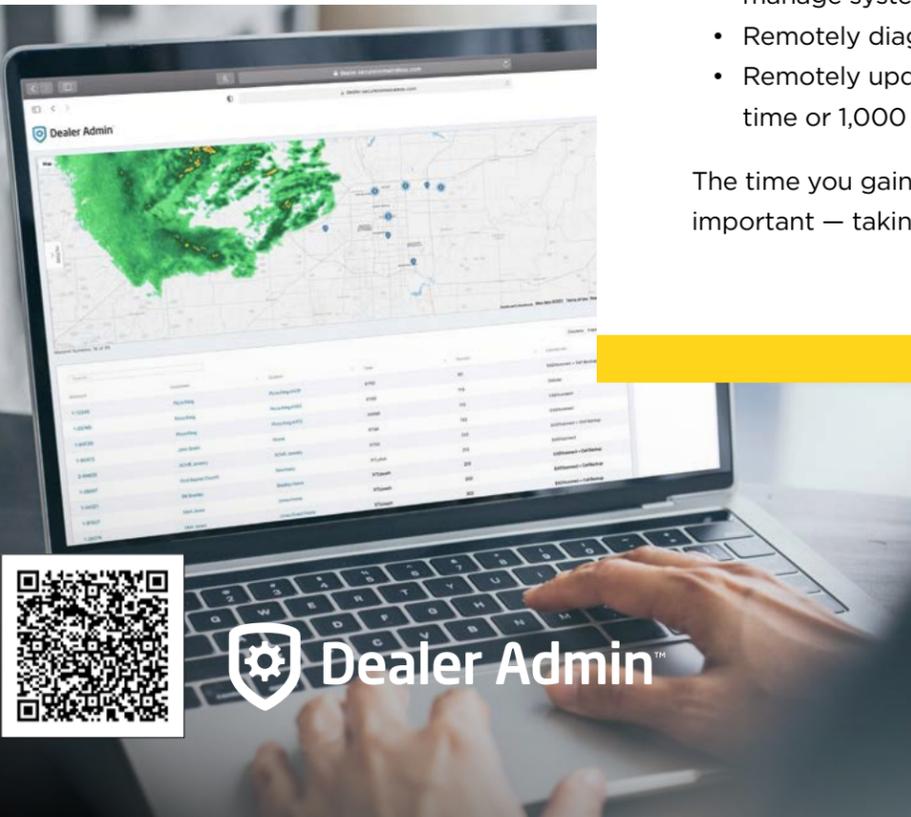
Dealer Admin™

DW Spectrum is a lightning-fast, easy-to-use, cross-platform VMS.

DMP WORKS WITH **DW Spectrum** IPVMS

Designed to discover, view, record and manage video cameras. You can monitor, analyze and react to critical events in real time.

DW Spectrum is a perfect solution for applications that require ease of use, speed, efficiency and unprecedented image quality.

View DW Spectrum video in Virtual Keypad.

Learn more about DW Spectrum IPVMS :

Video Verification.

DMP

Users can remotely view or capture video via the Virtual Keypad app or VirtualKeypad.com

Video verification available via Virtual Keypad app and the monitoring center automation software.

Exclusive EASYconnectVPN™ for encrypted connectivity.

Reduce false alarms with Virtual Keypad app.

DMP Bullet IP camera			DMP ultra low-profile IP camera		
	4MP	2.1MP		4MP	2.1MP
	V-2012B	V-2014B		V-5052D	V-5054D

Learn more about DMP Video Solutions:

MERRY CHRISTMAS
from the DMP family to yours

DMP will celebrate its annual Employee Christmas Party on December 13 and will close Tech Support at 5:00 p.m. so all employees can join the celebration with their families.

DMP
OWNERS FORUM

THURSDAY, MARCH 23, 2023

KEEP MEMORY ALIVE EVENT CENTER

The DMP Owners Forum is an invitation-only event where executive managers (owners, presidents, vice-presidents) of DMP's top dealers by sales volume are invited to attend. The event takes place every year in Las Vegas the day before ISC West begins.

IN-FACILITY MONITORING

California ▪ Nevada ▪ New York

The industry's highest-trained monitoring Specialists work on-site from our 3 hardened facilities.

From the onset of the pandemic, our choice has been to keep critical monitoring operations staff on-site. We believe monitoring from home provides lower-quality service.

Remote work has touched every industry, and every business has had to make choices about "how" they will do business.

We've made our choice.

- ▪ Unfailing power redundancy
- ▪ Multi-carrier phone/internet connections
- ▪ Strict security (access by cleared staff only)
- ▪ No distractions, dogs barking, kids playing, doorbells, etc.

[Proud to support the DMP dealer family with the highest quality services including monitoring of all DMP panels, DMP video products, SecureCom Wireless communications and direct integration with the Virtual Keypad app.]

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DMP EXECUTIVE ROUNDTABLE
DEALER

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FEBRUARY 6-7, 2023

THE WESTIN SAN DIEGO GASLAMP QUARTER
IN SAN DIEGO, CA

The DMP Executive Dealer Roundtable is an event hosted by members of the DMP Executive Management Group including Owner & President, Rick Britton. This event provides DMP dealers with an opportunity to discuss best practices with other dealers or security personnel around the country. It is targeted to owners, senior management, and sales and marketing management personnel.

Space is limited! Please register before Monday, January 16, 2023 at DMP.com/Events/DealerRoundtable.