Security Dealer
DIGEST

Spotlight on Training Best Practices

Bay Alarm Company: Where Excellence Grows in the Classroom

AFFILIATED MONITORING

ALARM MONITORING SERVICES FOR THE SECURITY PROFESSIONAL

- Affiliated is tightly integrated with DMP's suite of products and Securecom transport / interactive services

- Affiliated has DMP technology subject matter experts on staff

- Affiliated offers DMP's Video Verification Platform

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NOTE **FROM HQ**

Technical training. Everyone needs it. Nobody has the time. Who can afford to take people out of the field for training?

DMP understands the quandary and works hard to provide the options you need to fit training into your schedule. We want to provide the how-to and the why, and we are NOT going to waste your employees' time with tons of PowerPoint slides. We believe in hands-on training.

A staff of technical writers, training development/design specialists and regional training managers (RTMs) are primarily focused on making sure you have the knowledge and practice you need to be experts in the design, installation and programming of DMP products.

RTMs provide hands-on, instructor-led training classes at your facilities all across the land every day. In addition, the RTMs can provide virtual training through our webinar tools that still provide hands-on learning for your installers, service technicians and operations team.

There's also DMP University. That's our Learning Management System (LMS) designed with self-paced learning that provides virtual hands-on training for individual study and review.

You also have access to our library of videos, featuring a variety of products. Most of the videos are less than 3 minutes long but provide specific training to users in their moment of need. These are great for new learning, and equally effective in providing that confidence-building refresher when your trained technician installs a product in the field for the first time, or the first time in a long time.

One of our most popular technical training offerings is DMP Technician Bootcamp. The dealer-inspired, three-and-a-half-day training held in our Springfield, Missouri headquarters immerses installers and technicians in DMP products and culture. The week includes a tour of our facilities, including our manufacturing floor where students observe the care we take in producing our products. (And no passport is required!) We include a Q&A session with DMP's product managers, where we learn from each other. We also have an Advanced Bootcamp for those who have completed our Technician Bootcamp and want more.

Our commitment is to provide so much value in all of our training offerings that you'll conclude, "I can't afford NOT to have DMP technical training!"

Vice President of Training and Development

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EVENTS RECAP

Per Mar trucks parked in front of DMP headquarters for an exclusive Per Mar-only Technician Bootcamp, April 19, 2021.

Sales Management Academy
Class #0510

Being a sales manager isn't easy. To lead a team of salespeople to success, you need the right tools.

Sales Management Academy teaches sales leaders how to be an effective leader throughout the entire recruiting and overseeing process, as well as how to promote growth and development and how to manage your time appropriately.

Technician Bootcamp
Class #0517

After completing Technician Bootcamp, graduates receive their certification and DMP Master Tech Challenge Coin. Congratulations!

One of the highlights of the day is always the group photo in front of the big flag. If you have questions about Technician Bootcamp, please refer to our website. Or give us a call.

RLPSA Conference
April 10-13

The Restaurant Loss Prevention and Security Association (RLPSA) is the only organization dedicated to the professionals of the quick-serve, quick-casual and full-dining restaurant industry. No other event exclusively targets this multi-billion-dollar food service industry than RLPSA's annual conference and expo. At the event, you have the opportunity to network and discuss your products with top decision-making executives from restaurants and food service chains across the U.S.

Technician Bootcamp
Class #0419

A few years ago, dealers asked if we would create a paid training class at our headquarters, which they could send their technicians to, and the Technician Bootcamps were born.

"I always appreciate the opportunity to be a part of the DMP culture. Thank you for hosting my team member and myself this week. We will be back very soon."
- Jeff Holmes, Atronic Alarms

25th Annual LLSSA Convention
April 27-28

DMP was happy to attend the LLSSA 8th Annual Dealer Meeting in April, spend some time with good friends and have the opportunity to meet new ones.

LLSSA is the Louisiana Life Safety & Security Association serving security, fire, locksmith, CCTV and access control companies, as well as manufacturers and distributors doing business in the state of Louisiana. They have been providing training for our industry since 1991. This year's dealer meeting was April 27-28 at the Natchitoches Event Center.

CAA Palm Springs Convention
May 18-21

The California Alarm Association develops and manages programs to benefit members and to promote the growth of professionalism in the electronic security industry throughout the state of California. CAA exists to serve their members and associates by being the industry advocate and liaison with public safety agencies, government bureaus, and licensing, standards and regulation bodies.

ESX Fort Worth
June 14-17

Once again, the ESX show does not disappoint — the quality of the attendees and the time that can be spent with dealers is always a great time.

ESX provides the strongest educational programming in the industry. Dealers can learn about proven marketing tactics, sales team management practices, key performance indicators and more. The ESX Expo is a meaningful event open exclusively to the pro-installer and integrator.

UPCOMING

GSX GLOBAL SECURITY EXCHANGE

SEPTEMBER 12-14

DMP EXECUTIVE ROUNDTABLE
DEALER

OCTOBER 3-4

DMP EXECUTIVE ROUNDTABLE
BANKING AND RETAIL

OCTOBER 25-26

View all upcoming events and trainings here:

DMP Owners Forum Panel

Q&A

Mark Hillenburg, Vice President of Marketing

Q: "What are the top five things owners of alarm companies should be doing to increase the value of their companies?"

At the DMP Owners Forum this spring in Las Vegas, I had the privilege of moderating two panels comprised of the most esteemed group of industry leaders to assemble together onstage. It was an enlightening discussion with their main topic focused on the question, "What are the top five things owners of alarm companies should be doing to increase the value of their companies?" Additionally, the panelists also discussed how security companies can put those answers into practice.

In preparation for the discussion, I asked these esteemed panelists to send me their answers to the question. Although we didn't have time during the session to cover all the information they provided, it's no less a great source of rich information that could benefit us all. To that end, here is a recap of the first panel's answers. The next Digest will feature the second panel's conversation.

A:

Kelly Bond, Davis Mergers and Acquisitions
PARTNER

1. Do not let the business rely on the owner for sales/growth/retention.
2. Have good, strong, industry-attorney reviewed contracts.
3. Keep attrition low (under 10% gross).
4. Offer multiple sources of RMR (monitoring, automation, access control, video, maintenance, fire inspection, etc.) and make sure each service is contractual.
5. Move customer billing to electronic ACH, credit card.

Bonus Item: Upgrade any remaining 3G accounts.
Bonus Item: Standardize on one manufacturer for each service offered. (Intrusion=DMP, etc.)

A:

Don Erickson, SIA
CEO

1. Expand services that can increase RMR.
2. Invest in strong cyber and data privacy hygiene practices.
3. Workforce development — build a stronger workforce by training staff and developing career pathways; elevate college outreach.
4. Continually focus on delivering exceptional customer service; and
5. Networking that contributes to both expanded customer base and staying ahead of industry trends.

A:

John Mack, Imperial Capital
EXECUTIVE VICE PRESIDENT

1. Develop more high-margin recurring revenue.
2. Produce higher growth rates while maintaining good SAC metrics (SAP Analytics Cloud).
3. Materially reduce attrition rates.
4. Increase gross margins without sacrificing service levels.
5. Attract and retain high quality executive management.

Bonus Item: Develop long-term partnership(s) with strong sources of new business. (Real estate, insurance, solar, etc.)

A:

Daniel Oppenheim, Affiliated Monitoring & MAMA
CEO AND PRESIDENT

1. "What gets measured gets managed." Therefore, determine what the five top ten metrics are that drive your business. Think deeply on what those KPIs are across your company. Then have your finance team generate a weekly scorecard. Distribute it to your executive team.
2. Have the courage to set goals for the company and share them with your employees — those goals are motivating and it helps you evaluate your team. The right people will rise to the occasion; the wrong people will not. Pay attention and then take action. Nothing demotivates "A" players more than having to work with "B" players.
3. "Do first things first and second things not at all." (Peter Drucker) In our case: Recurring Monthly Revenue. Only do work that generates RMR.
4. Standardize your service offerings. Custom and one-off work for customers will slowly choke your business. It's not scalable. It's as cliché as it comes, but if you're not saying no to jobs often, then your company isn't disciplined enough.
5. Growing new verticals is hard. Whether it's interactive video monitoring or PERS. If you are interested in them, staff it with dedicated employees. Truly relieve those employees of their existing responsibilities and then empower them with resources and leeway to build a separate business line.

Bonus Item: The Right Experts are free. Whether it's an industry attorney or consultant, CPA, HR consultant, team facilitator, etc., don't drag your feet. They may be expensive, but the right experts' value far outweighs their cost.

Michael Barnes, Barnes Associates
FOUNDING PARTNER

1. Improve your financial and operating documentation primarily by having enough granular data that tells the "story" of your operations and creation of value and fully ties up to the high-level (audited) data.
2. On the "buy side" of transactions, nothing is more frustrating than seeing/sensing/being told that there is good, improving core performance/value…but the data not being robust or granular enough to make it clear(er).

Chuck Durant, Sandra Jones & Company
MANAGING DIRECTOR

1. Develop consistent top-line and bottom-line growth at or above reported industry averages. Growth rate and size (scale) are both strong drivers of valuation. Buyers are willing to pay more for a business that is consistently growing at or above reported industry averages because past growth is a great indicator of future performance. This demand for scale is reflected in higher multiples for bigger businesses. RMR multiples climb with the size of your account portfolio.
2. Maintain strong accounting that reflects best practices in the industry on a monthly basis. Merely keeping books and engaging a CPA to do your taxes and make year-end adjustments will not get you there. Engage a CPA that understands our industry.
3. Pay attention to your customer base. Not only do you want to be in diversified vertical markets, but some vertical markets are also more profitable than others. Understand the underlying growth metrics for your vertical markets and pursue vertical markets that fit will with the strengths of your organization.
4. Hire and retain good people. You need employees who can get the job done, because employee performance is critical to the overall success of your business. Business owners need to understand the key benefits of employee performance so they can develop consistent and objective methods for evaluating employees.
5. Pursue diversified sources of recurring revenue. Alarm monitoring is a great source of recurring revenue, but we compete in an ever-changing world. SaaS is changing the landscape. Seek new and complementary sources of recurring revenue. The more recurring revenue, the more valuable your business. But all recurring revenue is not equal. Understand the cash flows and sustainability of the sources of recurring revenue you pursue.

Elizabeth Parks, Parks Associates
PRESIDENT AND CMO

1. Maintain and grow customers. Consider consumer expectations for technology, ease of use and WHY they are making the purchase.
2. Look at trending information on new subscribers, monthly fees, attrition.
3. Invest in technology — accounting, software and system management, billing, text-based communication — anything that creates automation and helps people reach you when they need to.
4. Consider alternatives to security to extend security applications through interactive services.
5. Look to expand into new markets — like aging in place, vehicle security and monitoring beyond the access points in the home.

Bonus Item: Develop simple messaging around use cases that provide value for upselling. (Such as video doorbell and kids coming home or package theft, water shut-off valve and cybersecurity.)

Michele Turner, Google
SENIOR DIRECTOR

1. Lean into smart home features and home security that are deeply intertwined. Most security companies offer smart cameras, locks, etc. as part of their offerings, but ensuring those devices work together well is key.
2. Smart devices also drive retention — when your customers start to use them regularly, it becomes part of their daily lives, and you'll experience less churn with your user base.
3. Make sure your smart devices are secure and private, particularly security cameras and video doorbells. Are the streams encrypted?
4. Matter is a new industry trend that will impact the security space. New matter sensors, from occupancy to water, will start to launch this summer.

George De Marco, DECO Ventures & ESX Chair
MANAGING PARTNER

1. Develop a compelling place for employees to work, customers to buy and the company to reinvest.
   For employees: Provide a culture that promotes personal growth and development, support for their ideas and encourage empowerment. This all leads to a positive attitude and high level of employee engagement about their jobs and the company, which contributes greatly to above average performance and retention. In addition, this type of culture makes it easier to recruit and retain employees, especially in today's workforce. Buyers of companies are not just looking at the customer base, but the employee base too. Happy employees directly translate to happy and loyal customers.
   For customers: It's all about the customer experience. From the moment customers begin their journey with you, they want to know they can trust the company to deliver the right products and services, always having their backs. This leads to more referrals and high retention.
   For the company: Having engaged employees and loyal customers provides for revenue, profit and job growth. It takes a three-legged stool for a company to be on a solid foundation… if any one of the legs teeters, all stakeholders will suffer.
2. **Evaluate your RMR –** Do you have a well-diversified customer base or are you too concentrated with one industry or client? Do you have customer types that may be vulnerable to an economic downturn or technology disruption? Have you assessed your RMR to make sure you are billing all your clients for whom you are performing monitoring or other services? More importantly, are you monitoring your clients for whom you a billing RMR? Are you doing a postmortem on your attrition to understand what improvements or new processes your company could implement? This would also provide insights on what you may be able to control versus what is not in your control. Attrition may also uncover if your products and services are resistant to commonization. Do you have a consistent process to raise prices for recurring revenue?
3. **Differentiated brand –** What is your brand promise? What differentiates your company from your competition? For many companies, they state they are the leading security provider because they have the best products, the best customer service and best people. Unfortunately, this doesn't always do well to separate you from the pack. To determine what you do best, ask your customers and get constant feedback from them on the good, the bad and the ugly. Don't just seek what you do well — ask how and where you can improve. In addition, instead of stating you are the premier leader in electronic security (just like everyone else does), it's best to ask yourself questions that help you formulate a differentiated brand: What do you provide? What is going to make you stand out? And why do you what you do?
4. **Embrace change –** When companies are facing disruptive change (what company isn't?), old habits and traditions can sometimes get in the way of progress. In other words, move away from old questions, like "how many, how much and how fast" to more open-ended questions that start with why, what if and how. These lead to a clearer sense of purpose, vision for the future and an appetite for change. Identify what the world needs most that you are uniquely able to provide. Ultimately, your purpose statement may be a question rather than a statement that suggests constant improvement. For instance, how might we make people and places safer through the products and services we offer?
5. **Invest in leadership training at all levels of the organization –** In today's workforce, it is imperative to invest in people and provide empowerment, so all employees feel like "they own the joint." This allows for great ideas to flourish and for decision-making to come from a place of ownership.

Bonus item: Develop repeatable processes. This will allow you to introduce new technologies and services with sustainable RMR with less effort and achieve great results. More importantly, it will allow your organization to be in a better position to do great things without you. All roads lead back to empowerment.

FEATURE UPDATES

Get the Most with Dealer Admin's New Programming Interface
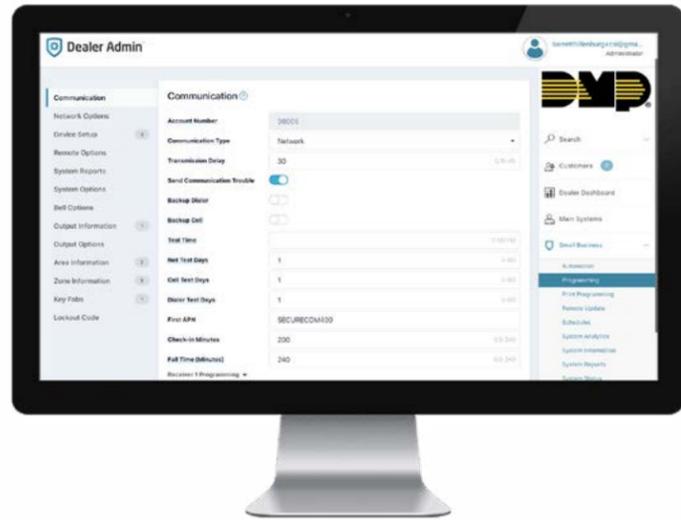
Check out Dealer Admin's new Programming interface — it's a major improvement in the way you and your technicians program panels that will save you time.

What does this mean to you?

Specifically, now you can:

- Track changes and required information
- Quickly view and program zones
- Quickly duplicate zones, devices and outputs
- Copy and paste a zone, device or output programming from one to another

Check out the new Programming interface today! Also, look for additional releases over the next few months, each one with significant improvements.

Virtual Keypad Offers New iPhone Home Screen Widget Showing System Arming Status at a Glance
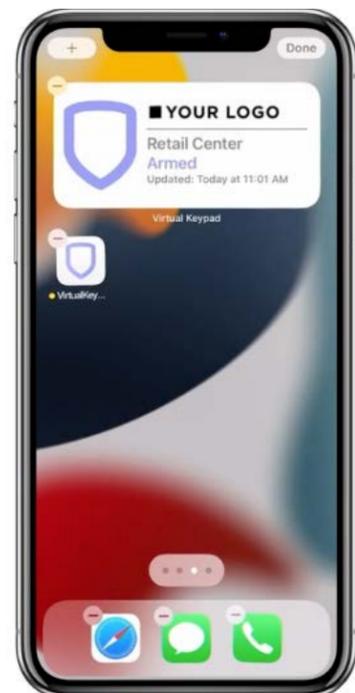
Is the system armed? Or isn't it? With Virtual Keypad's new arming status widget, customers know if it's armed with just a quick glance at their iPhone home screens.

Your customers get fast system status. Plus, the widget also gives them quick access to the app's arming/disarming screen.

What's a widget?
The new home screen widget is available with Apple iOS 14 and later. Widgets provide a window displayed on an iPhone home screen, giving specific information from the app without having to open it.

Promote Your Brand
The widget is available in two sizes — the larger ones features your logo. With the Virtual Keypad widget, you can also view the arming status of one or more systems, making this a great feature for customers with multiple systems. To take up less space, these widgets can be stacked, allowing the user to flip between them.

Be sure your customers know how easy it is to add a home screen widget with Virtual Keypad. It's a convenient and safe way to see your arming status — and a great way you can reinforce your service with your logo featured on the larger of the two widget sizes.

Why Take Any Chance with Alarm Communication?

This spring, a panel manufacturer had a nationwide outage that affected thousands of their customers' panels, leaving their systems unable to transmit signals of any kind. No fire alarms. No panic alarms. No nothing. As your manufacturing partner, we don't believe in taking those kinds of chances.

To eliminate any point of failure between your customers' alarm events and your monitoring centers, all DMP panel communication is transmitted from the protected premise directly to the monitoring center receiver. As you know, this data transmission method distinguishes us from other alarm communicators on the market; others don't communicate directly with the receiver. Rather, they send alarm data to a clearinghouse where it's then interpreted and retransmitted to a monitoring center receiver over the internet.

As a DMP dealer, you can give customers the distinct advantage of being able to rely on a system that's not vulnerable to signals not being properly relayed or intermediate communication links failing. There are no intermediary servers or network operations centers (NOCs) and no retransmission or reinterpretation of the information over the internet.

Not only does this make signal transmission more secure, but it also is faster and more reliable. And because we believe the most efficient and reliable method of communication is directly from the panel to the monitoring center and not through a NOC first, you get free network communication.

Not using a clearinghouse is just one way we make sure your panels' communication is constant and reliable. Another way is DMP's Adaptive Technology. To learn more, turn to page 18.

Entré Document Suite Reorganized and Consolidated

In an effort to better streamline your time spent reviewing Entré technical documents, we have reorganized and consolidated the over 20 documents into six guides. For details on where specific information now resides, please scan the QR code.

If you have other questions related to Entré, please contact Mike Gaines, Director of Product Management, at MGaines@DMP.com or visit **DMP.com/products/entré-software.**

Get the Latest!

As you know, DMP launches new products, features and updates on a regular basis. But we know you're busy, so rather than inundate your Inbox, we have consolidated all announcements occurring in a two-week time frame into just one email.

We want to provide you with the easiest way to learn about DMP products. This email is a quick-read list with links to learn more, including the latest product updates and videos, new sales and technical training resources and upcoming events.

Watch for the Product Summary, arriving to your Inbox every two weeks. Of course, major announcements will still be sent on an ad hoc basis.

If you have questions or concerns, please let us know. Contact Alee Rouhani, Director of Product Marketing, at ARouhani@DMP.com.

Command Corporation Adds Another Satisfied Customer
Thanks to DMP Wireless

Across a large area with multiple buildings, DMP Wireless works flawlessly and with huge savings.

Just as every home and business is unique, John Bazyk of Command Corporation understands each customer can have different security needs and concerns. For the volunteers of Simsbury Historical Society, replacing the fire alarm system was a priority. But like other non-profits who rely on grants and charitable contributions, their budget had little room for another capital expense.

"It was money they couldn't afford to spend," adds Bazyk. "But the existing fire alarm system was failing, and the volunteers were dealing with false alarms, and replacement parts were no longer available."

The historical society is located in Simsbury, Connecticut. Its office is located on a sprawling two-acre homestead belonging to one of the town's earliest settlers, who donated the land to the society back in 1962. Since then, more than a dozen historic structures have been donated and moved there for preservation and tours. There also is an impressive collection of historical archives dating back to early settlements in Connecticut, the founding of Simsbury and the development of the surrounding region. The volunteers are proud stewards of their area's historical preservation. But they were getting frustrated by the number of times they had to respond to false alarms or trouble signals from failing devices.

Knowing how unreliable their system had become, in 2017, the board approved a new system, despite other competing expenses. "The priority was to focus on installing devices to protect the most import buildings," Bazyk explains.

But those five buildings don't stand near one another; in fact, it would require a system capable of stretching across the two-acre homestead. Bazyk and his team had just the solution — a DMP commercial wireless system.

"We installed a DMP XR150 and about 25 fire alarm devices. We were skeptical, mainly because we were covering such a large area and going from one building to the next and across open air in between." But, in over two years, he adds, "We haven't had a single false alarm or trouble signal."

Meeting Customers' Security Needs Across New England

Since 1991, Command Corporation has continued to deliver security solutions for customers across eight states along the northeastern seaboard. For nearly all new commercial customers, the company sells DMP systems exclusively, many of them wireless. For small businesses and commercial security needs, he adds, "There's no product out there that's better."

The DMP XR150/XR550 panels combine protection for burglary/intrusion, fire and access control in a single panel. That made it easy two years later when the board approved funding to add to their system for intrusion protection. Within about a day, the technicians had the additional components installed and up and running.

Installing Wireless Saves Time and Money

Bazyk's team installed 23 additional door transmitters and motion detectors in the same five houses. In comparison, he adds, "There's no way you can finish that many zones in a day with a hardwired system."

Knowing how spread out the houses are, he also chose one of DMP's 1100XH-W High Power Wireless Receivers to ensure additional transmit and receive amplification for improved performance. Originally, he'd also planned on needing a couple of repeaters to ensure a strong and steady signal. As it turned out he says, "We didn't need any repeaters. There's been no problem since the installation. We haven't had a single transmitter go missing."

And most importantly, Bazyk is proud of the money he helped the association save. "Obviously, running cable between each building would have been expensive. If we had to trench and put cable down to each building, that would've cost $50,000-$60,000 for the whole system. But because we were able to do it wirelessly, we saved them a huge, huge amount of money."

About DMP's Wireless Systems:

DMP Two-Way™ Wireless communication employs 900 MHz frequency-hopping spread-spectrum to ensure clear and accurate signal transmissions without interference in practically any environment. Furthermore, each wireless transmitter communicates with the receiver using supervision messages. They each can be programmed for no supervision or a 3-, 60-, or 240-minute window, providing flexibility and allowing increased security for those applications that require shorter supervision times.

When the receiver does not receive any supervision messages from the transmitter for the programmed window of time, the receiver reports the zone or output as missing to the panel for display and reporting to the monitoring center. The onboard LED on all 1100 Series™ transmitters provides built-in survey capability to allow for single-person installations, eliminating the requirement for an external survey kit.

Commercial Wireless Fire Devices

The DMP wireless devices that have earned the UL Commercial Fire Listing include:

- **1103 Universal Transmitter:** A two-input transmitter with wall and case tamper, typically used in commercial burglary door or window applications.
- **1100R Wireless Repeater:** Extends the communication range of DMP receivers, enabling physically larger, more reliable wireless security systems.
- **1100XH High Power Wireless Receiver:** Provides additional transmit and receive amplification for improved performance at greater distance or in harsh building environments.
- **Commercial Smoke Detectors:** The 1164 Smoke Detector includes synchronized sounders so when more than one 1164 is installed on a system, the alarm cadence will synchronize. Any fire zone tripped on the panel will cause the sounders to initiate. The 1164 also includes a tamper switch that sends a trouble signal when the detector is removed from the mounting base. Up to 572 units can be installed on one system. The 1164NS with no sounder is also available for applications with existing sounder/notification devices.

Extended Battery Life

Programming each wireless device with a specific communication test interval eliminates wasteful, repetitive signaling. By eliminating multiple rounds of repetitive signals, DMP's Two-Way communication extends battery life.

Simple Programming

No special equipment is needed to program the system. Assign wireless transmitters to zones or outputs during panel programming with Dealer Admin™, Remote Link™ or Tech APP™ or from the keypad.

GIVE YOUR CUSTOMERS THE ADVANTAGE OF ADAPTIVE TECHNOLOGY™

**Aaron McGhee,
Product Manager
of Control Panels**

If a signal disruption is cause for alarm, your customers need their systems to communicate immediately with their monitoring centers. Thanks to DMP Adaptive Technology, your customers can rest assured their businesses have constant protection.

Not all signal disruptions warrant a costly police dispatch or the call for immediate service. But if the primary communication path is ever disrupted for any reason, DMP's Adaptive Technology seamlessly "adapts" to the panel's secondary path and takes over all communication.

"It jumps over to the cellular path and continues to send the panel signal to the monitoring center's receiver," says Aaron McGhee, Product Manager of Control Panels.

Now using the cellular communicator, the signal continues, as do all messages, including alarms and trouble notifications. "The monitoring center is receiving all of those messages, so there's no need for high alert," McGhee adds. "They know there's trouble on the primary path, so rather than dispatching the police, they may only need to issue a service ticket to diagnose and resolve the problem."

While allowing a system to be fully supervised when the primary communication path is unavailable, this technology also minimizes expensive cell traffic when all paths are good. The panel constantly checks the failed path and reverts back to the primary path as soon as communication is restored.

Not all back-up methods are created equal

Having a primary failover is fairly standard in our industry. But companies who use a Network Operations Center are vulnerable to signal transmission delays and even failures. In comparison, DMP's panels communicate directly with the monitoring center.

Also, DMP's XR550 panel has a network connection built in, as well as a connector where a cell unit can be added. This not only adds security, but it also allows faster installations. In comparison, other manufacturers offer modules for the two communicators, which customers must purchase separately then install on their panels.

"In DMP's case, there's no additional wiring required; all XR550 panels come standard with Adaptive Technology."

Time is of the Essence

With most existing cellular technology, there's a two-minute delay between when a dial-up network goes down and the first cellular transmission occurs. That's a two- minute window of opportunity for people trying to attack a location.

"Other panels will continue to retry sending out that signal for two minutes before it finally

switches over to cellular," McGhee says. "With Adaptive Technology, the switch occurs automatically. When lives are at stake, that's definitely a great feature to have for any system, especially for high security clients."

Adaptive Technology Shines Like a Jewel in New York's Diamond District

Perhaps one of the most obvious places where Adaptive Technology plays a very important role is New York's Diamond District, where most diamonds imported into the U.S. find a brief home. Here, along West 47th Street between 5th and 6th Avenues in the heart of Manhattan are more than 2,000 independent jewelry businesses, most of them located in booths or "exchanges." Not surprisingly, there's a lot of responsibility riding on the security companies who protect them.

In the event of any signal disruptions, DMP Adaptive Technology instantly transfers communication from the primary to the backup paths. For New York's Diamond District and all of your high-end accounts, you can rest assured their facilities' security is constantly monitored.

DGA
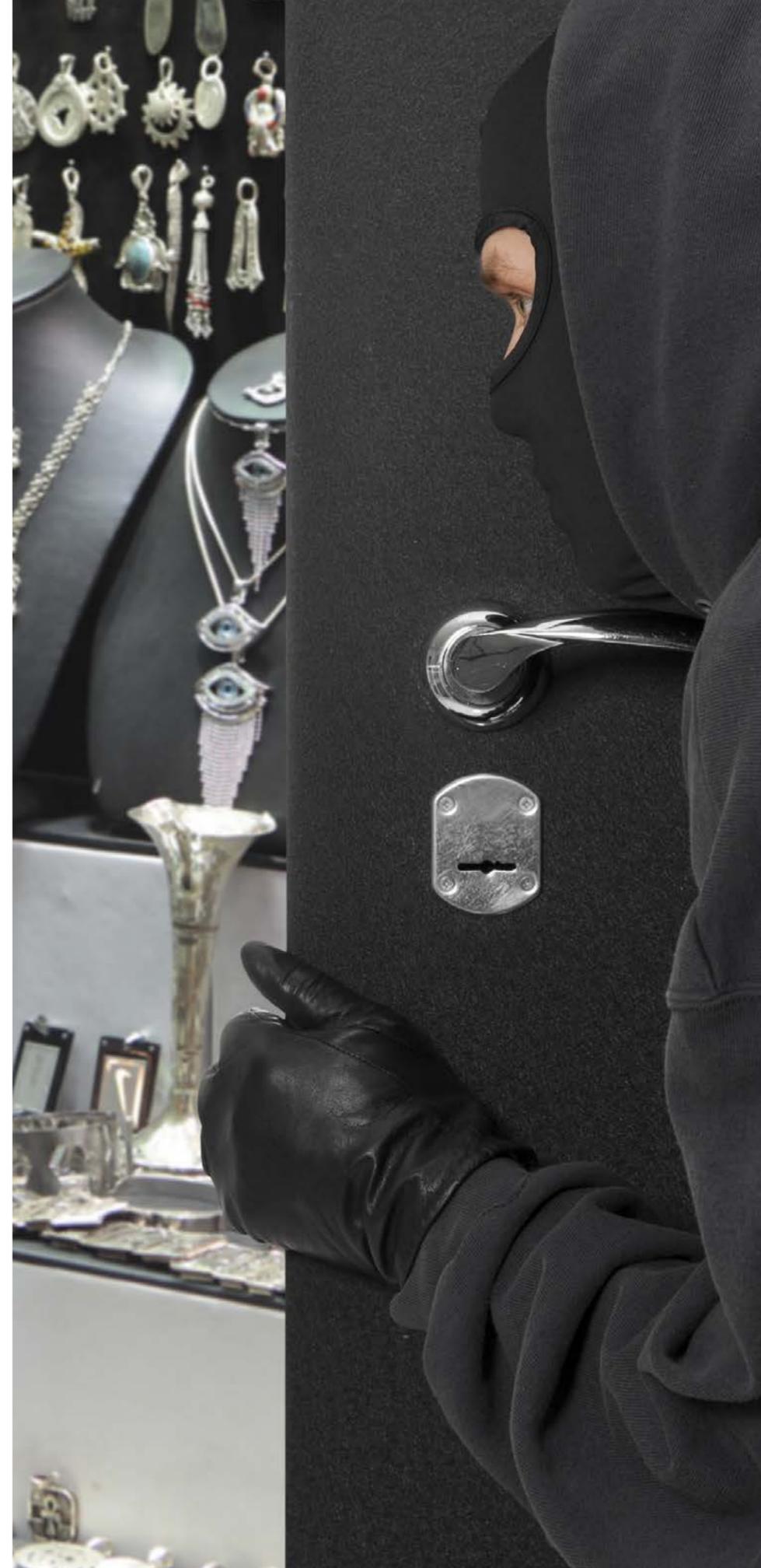
"Adaptive Technology has actually helped us stop burglaries in process. It has saved many of our customers from having major losses," says DGA Security Systems Vice President Craig Dacher, CET, CPP.

DGA has been serving many of the Diamond District's business owners for more than 20 years. The UL requires all of the district's merchants to have security systems with a primary failover plan. But because DMP's two-way communication between the panel and receiver will automatically restore the network signal when it's available, DGA can offer its clients the advantage of efficiency. As Dacher says, "The internet is free. Cellular costs money. When the system switches to radio backup, the signal polls at a higher rate," he explains. "When you're paying for that high data transfer rate at all times, it can cost a fortune. Adaptive Technology saves us a tremendous amount of data and money."

If you'd like to discuss how Adaptive Technology can serve your customers, we're here to help. Please contact DMP Inside Sales at 877-757-4367 or at InsideSales@DMP.com.

ENTRY CHECK-IN PROTECTION:

Advanced Security for Small Businesses and Homeowners

Madelynn Innes, Copywriter and Editor of Security Dealer Digest

Communications between your customers' panels and their monitoring centers must be reliable and constant. DMP's network Supervision Check-In messages guarantee that — and we're using that knowledge and expertise to further expand your opportunities in the residential and small business markets.

DMP's XT Series control panels, particularly the XTLplus™ and the XTLtouch™, allow you to give those end users the kinds of enhanced security features they need but aren't getting with other residential and small commercial systems. For instance, every DMP XT Series panel gives dealers the opportunity to provide Entry Check-In Protection, delivering direct communication without any third-party retransmission.

This is a proactive safeguard against a burglar's fast tactic to break in and quickly disable the security system before it can send an emergency signal. With DMP's Entry Check-In Protection, the monitoring center is still notified by the DMP alarm receiver, even if the panel is destroyed.

Entry Check-In Protection uses the same supervising technology that DMP has

provided for decades in high security environments such as banks and government facilities. Typically, you wouldn't expect a residence or small business to need the same kind of constant communication as our higher security end users. But, that level of enhanced communication can make all the difference to your customers during the Entry Delay, and that's why we've added Entry Check-In Protection to every XTL Series at no cost.

On traditional high-security systems, a message indicates "Panel Not Responding," which is used to supervise the path of communication between the system and the monitoring center. However, for non-high security environments such as Residential and Commercial Subscriber Accounts who use Entry Check-In Protection, the message is changed to "Entry Check-In Fail."

How Entry Check-In Protection Works

Specifically, when the system is in an armed state and an entry zone is triggered, the panel will send a Supervision Check-In message to the DMP receiver that provides a "Check-In Fail Time," which is based off of the system's programmed Entry Delay. Upon receipt of the Check-In message from the system, the DMP receiver located at the monitoring center will begin a countdown; based on that "Check-In Fail Time," the receiver will expect a follow-up Check-In message from the system.

If the system is disarmed by an authorized user within the entry delay time, the system will send a message to stop the supervision. However, if no follow-up message is received, an "Entry Check-In Fail" will be generated to indicate loss of communication to the

alarm system. This ensures that in the event a burglar has disabled the security system after entering the premise, a signal will be generated at the monitoring center.

There are no intermediary servers or network operation centers and no retransmission or reinterpretation of the information over the internet. This ensures faster response and eliminates concerns about signals not being properly relayed or intermediate communication links failing.

Also, because DMP uses the same trusted supervision technology that dealers and subscribers have trusted for years, there's no need to update receiver hardware.

This kind of enhanced security feature is essential for the residential and small business

customer, especially those who have the all-in-one XTLtouch system. With features like this, you can compete in the residential and small commercial markets even more aggressively.

For additional information, please visit DMP.com/XTLtouch. You can also contact your DMP Dealer Development Manager or Inside Sales at InsideSales@DMP.com or call 877-757-4367.

WELCOME TO A REVOLUTIONARY NEW LEADERSHIP
REALITY-BASED LEADERSHIP

Cy Wakeman, author of *Reality-Based Leadership*

My entry into Reality-Based Leadership started with the Open-Door Policy.

After several years as a family therapist, I got a promotion in my organization. For the first time, I would be leading a team, which got me a free ticket to the Human Resources boot camp for managers. Designed to prepare me for my new organizational role, it was basically a crash course in the current conventional wisdom around leadership.

One particularly juicy leadership gem, delivered to me by trainers with all the confidence in the world, was that a great leader always has an open door.

An open door? That was easy. Not only was I going to have an Open-Door Policy, I was going to ace it! I hustled down to the gift shop at the health center where I worked and bought a doorstop to make a visible and decorative point: I'd have the most outstanding Open Door in the organization.

The Open-Door Policy did exactly what it was supposed to do. Soon team members began popping their heads into my Open Door.

"Do you have a minute?" they asked.

"Sure, I have two!" I'd reply. *"Come on in."*

It didn't take long to realize that these people were liars. They'd ask for a minute or two, but then stayed planted in my office for an average of 45 minutes. Now, if they had really needed me — to talk through a critical decision for serving the business or to help them develop or hone skills — the

time investment would have had a satisfying pay off. But people weren't coming to me for that.

People came in to tattle on others. They wanted to tell me stories they'd concocted about things that hadn't even happened. Or they'd vent about circumstances that couldn't be changed (what I call reality). They'd use our time to spin fantasies about the future. Frequently, it was a combination. I spent the majority of these impromptu *"Got a minute?"* meetings listening to elaborate narratives that had almost no basis in reality.

The kicker? At the end of the meeting, they would say to me, with a straight face: *"Please don't do anything about this. I just wanted you to be aware."*

As I witnessed the economic effect of this Open-Door Policy in action, it made no sense to me. Where was the return on the investment I had made in that

doorstop? Can you imagine what would happen if I went to the CEO and said, *"I plan to spend 10 hours a day in a series of 45-minute one-on-one meetings talking about stuff that doesn't add one whit of value to the company. And I'm going to expense the door stop."* I'd be opening the door into the unemployment office.

The HR wisdom that had been drilled into me said an Open Door was the right thing to do. It was touted as a best practice that would lead to happy, engaged employees. We had been instructed that we should allow employees to vent, because venting is "healthy." (While I agree that venting can feel good, so does crack cocaine, and no one would call that healthy.)

During the time I was an Open-Door Policy devotee, I don't recall team members ever tattling on themselves. They weren't coming to me and saying, *"You know, I am really having trouble aligning my actions and decision-making to the strategy of this business. I'd like to become more effective at serving our customers better. Can you help me develop my skills and work processes so I can meet company goals, add value to the team and better contribute to ROI?"*

No one used my Open Door to directly ask for coaching on handling sticky issues in a more effective, productive and efficient way. In fact, they drove their BMWs (bitching, moaning and whining) through the Open Door and parked with their engines idling, wasting fuel and polluting the atmosphere. Then they demanded that I withhold the kind of direction and help that would help them get where we needed to go.

I realized pretty quickly that the Open Door was a portal for drama, fueling feelings of victimhood and contributing to low morale. Worse, it was costing the company a lot of money. We all had been hired for the value we could contribute to the important work we did, not for the wonderful, drama-filled stories we could concoct. I knew my time was better invested by helping people reflect, increase their self-awareness and look at situations from a higher level of consciousness.

After this proverbial *"Aha!"* moment, I abandoned the Open-Door Policy. It was one of my first acts of Reality-Based Leadership. I didn't shut the door on my team members, exactly, but I began changing the conversation when they asked for a minute. Instead of
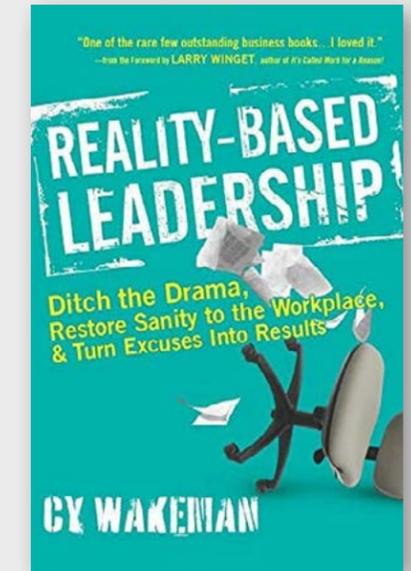
Recent polls show that 70% of workers think about quitting their jobs *every day*.

That number would be shocking — if people were actually quitting. Worse, they go to work, punching time clocks and collecting paychecks, while completely checked out emotionally.

In *Reality–Based Leadership*, Cy Wakeman reveals how to be the kind of leader who changes the way people think about and perceives their circumstances. Cy guides you to deal with the facts, give helpful and clear feedback to employees and kindly help others focus their efforts on their contributions and not the nearby drama.

Filled with dynamic examples, innovative tools and diagnostic tests, this book shows you how to become a Reality-Based Leader. It helps you uncover destructive thought patterns within yourself and others, diffuse drama and lead the person in front of you.

If you want to lead more and manage chaos less, this book will empower you to do it!

passively listening or directing, I began asking questions:

"What is your part in this?"

"What do you know for sure?"

"What are your ideas for resolving this issue?"

"What are you doing to help?"

When they came to me with narratives about the problems they encountered, I gave them a mental process that forced them to deconstruct their "stories" and move into action. It shifted their thinking to a focus on the facts. And it asked them to outline proposed solutions or helpful actions that would positively impact the situation.

CONVENTIONAL WISDOM FAIL

The Open-Door Policy failure got me to thinking more about the conventional wisdom that had been dispensed in my leadership training. What if what we had been taught in HR's leadership boot camps was all wrong? Based on the result we were getting; it certainly didn't seem to be working.

I could see the damage being done when employees were what I came to label as "emotionally expensive." These were the folks who spent their time arguing with reality instead of confronting it directly. They contributed opinions instead of action. They judged others instead of offering help. They saw themselves as victims of cruel circumstances instead of understanding that circumstances are the reality in which they must succeed.

One of the first mental processes I taught employees, adapted from my cognitive therapy background, was how to edit their stories and eliminate the emotional churn that muddied the waters and obscured reality. People began to learn productive ways to
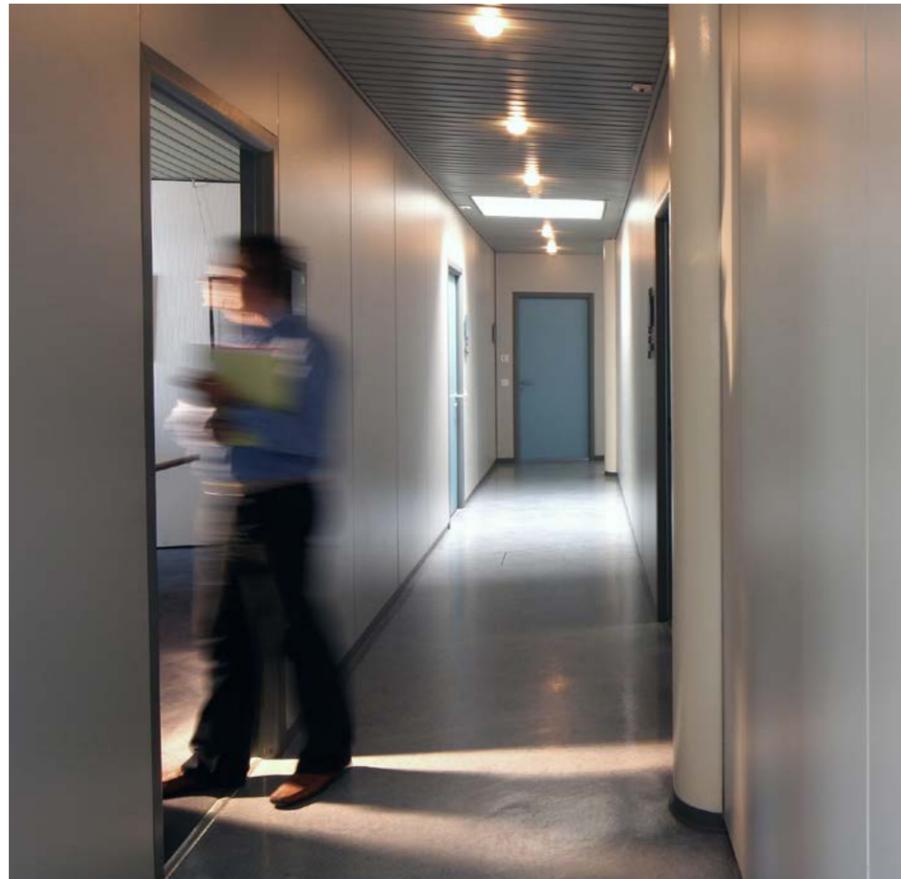
resolve their own issues. They began to figure out what the real issues were and come up with productive options for tackling them. They stopped the BMW driving. It wasn't long before our team began operating in a completely different way. While leaders in other departments were getting bogged down in constant firefighting, the teams I worked with were becoming independent, efficient and highly engaged.

That sparked even more introspection about the role of leaders. What if the role of leader is nothing like what we've traditionally assumed? What if a leader's role isn't to improve morale or motivate employees? What if a leader's role isn't to make sure all the employees are engaged and happy? What if these expectations set leaders up for failure?

After all, not a single budget I have ever seen or managed has a

line item for Unnecessary Drama. But even my short experience with the Open-Door Policy had shown me Emotional Waste was costing the company big time.

What if a leader's job is actually is to refuse to foster the daily theatrics at work and to coach employees in ways that are grounded in reality? The best way to eliminate waste in the workplace is to improve processes and the best way to eliminate emotional waste from the workplace is to implement great mental processes. In fact, I have redefined the role of a leader to be one who eliminates emotional waste from the workplace by teaching and holding others accountable to great mental processes.

Cy Wakeman is a leadership coach, workplace consultant, New York Times bestselling author and international keynote speaker. For more on Cy, check out www.realitybasedleadership.com.

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Spotlight on Training Best Practices
Bay Alarm Company — Where Excellence Grows in the Classroom

BY MADELYNN INNES

Bay Alarm security professionals have a reputation as the best-trained, most experienced team in the business. But it didn't just happen. What's Bay's secret?

Training is the Key

Bay Alarm's excellence starts with a very intentional and structured training plan. As Vice President of Training & Corporate Development, Pamela Powers leads that company-wide initiative.

"Employee development and training are an integral part of what we call the 'Bay Way,'" Powers says. "The Bay Way is all about doing what's right for our customers and treating our fellow Bay Alarm staff members with the utmost respect."

More than 1,100 people work for Bay — almost half of them are technicians either installing or servicing systems. In addition to Bay's home office in Concord, California, there are 16 branch offices across California, Arizona and Washington serving 154,000 customers (SDM Top 100 2022). Throughout the home office and across all of its branches, Powers says, "Everyone matters and is valued." In return, she adds, "The time and investment in our employee development produces a workforce that is dedicated to the company's growth in good and bad times."

BAY UNIVERSITY

In 2006, the company established Bay University on its home office campus. While technical training is the staple, Powers and her team customize training for numerous employee groups including sales and sales mentoring, field training, central station operators, managers and leadership. Customer service is another big area of training — with courses like "How to Greet a Customer" and others provided at the University, as well as shorter training modules created for Bay's branch offices.

Developing their own in-house courses gives Powers and her team the flexibility to make changes if necessary. More than ever, for instance, Powers says Bay's commercial jobs are increasing. In response, now every new technician spends at least the first two weeks learning the most important basics for large commercial jobs: Pulling wire.

"We've created a live environment where they have to use a lift and they learn safety and wire pulling. There's a lot of that with larger more in-depth installations, often times with fire and highly involved video surveillance systems."

Developing Expert Technicians

Each technician's manager and field trainer decide when the tech is ready for the next training course. At that point, they'll begin product training; for instance working their way through DMP burglar alarm systems. Next, technicians can choose to specialize in what they're interested in.

"It's important they're doing what they enjoy most," Powers says. For instance, "if they're interested in fire, they'll take a fire class next to learn the rules and regulations. Whatever they're interested in, they specialize their skill set to become the expert."

One thing's for sure, she adds, "How people absorb training is changing — they've got to be able to access resources with their smartphones or iPads." As a result, Bay continues to develop more and more mobile-friendly training tools, including its recently released fire inspection testing app with step-by-step

videos. Additionally, Powers adds, "We're developing an online Tech Library with videos and other on-the-job training resources."

Planning for the Future

When the pandemic forced in-person training to stop, fortunately, Zoom made it very easy to transition to e-learning.

Once Bay's in-person classes began again, "The pandemic made us realize that not every training has to be in person. Zoom certainly saves on travel expense and time."

The pandemic has also broadened Bay's scope of other training opportunities to make better use of people's time. "Within two years, we are planning to be able to do Virtual Reality training with SIS fire testing. Rather than fire inspectors riding along with every technician, this creates a virtual environment where they can actually demonstrate which valve to press and then make sure technicians know how to do it. I see that coming and we need to be planning for that now."

Many thanks to Pamela Powers and the team at Bay Alarm Company for their participation in this DMP dealer spotlight on training.

Photography credited to Jessica Chipley, Bay Alarm Company.

The team responsible for all employee training at Bay Alarm: from left, Robert Mora, Jason DeGuzman, Elizabeth Reilly, Randy Boris, Jessica Chipley, Pamela Powers and Shawn MacCallister.

Does VR training have a place in your business?

Do you believe VR (Virtual Reality) training can replace some in-person training in the future? Please share your opinion with us.

Take the survey:

Training Point of View
Tim Westphal, COO, Bay Alarm

This article was originally published in the California Alarm Association MIRROR in June 2019 as the President's Message while Tim Served as the CAA President.

Training is an integral part of growth and stability for any organization. It's even more important for those of us in the security industry. Staying on top of the technological changes that are prevalent and ensuring that our front-line employee have that knowledge need to be top priorities for any company looking to maintain their edge. Knowing that training is important isn't enough — you have to give it the needed attention and effort for it to make a difference.

Smart companies do that by establishing a culture that fosters and supports its employees, regardless of rank, to cultivate continuous knowledge. That support starts from the top and must be embraced by all stakeholders. When the training mindset is woven into the fabric of the organization, it becomes part of the foundation that keeps that organization moving forward. Investing in employees, the most important ingredient for success, will produce and strengthen that foundation even further. So how to do this effectively?

The training mindset is met with time and dedication. You must be able to give your employees time away from their daily duties to learn something new that will improve their overall productivity. You must be willing to give a little to gain a lot. Whether it's an hour in a webinar reviewing customer service skills or a three-day class learning how to install a new product, that time needs to be committed to and planned. Your company structure must be such that it supports development of its people and makes strides to maintain it.

When the time and dedication is given to training, it will manifest into a better performing employee who is able to improve the customer experience. Creating a training point of view is just the beginning. Keeping it going for consistency is the challenge.

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 DMP's wide selection of 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 Lite certification. Completion of prerequisites before enrollment. Certification requires a passing score. This certification class is for Entré Lite only.

ENTRÉ LITE™ CERTIFICATION

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

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.

2022 UPCOMING TOUR DATES

JUNE 22 | BOSTON, MA

JUNE 29 | MINNEAPOLIS, MN

JULY 20 | DENVER, CO

JULY 27 | MARYLAND CITY, MD

AUGUST 31 | PITTSBURGH, PA

SEPTEMBER 14 | DALLAS, TX

SEPTEMBER 21 | DETROIT, MI

OCTOBER 12 | ANAHEIM, CA

OCTOBER 19 | BUFFALO, NY

NOVEMBER 16 | TAMPA, FL

Hosted in cities throughout the United States

A one-day workshop

Sales training specifically for DMP products

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- ✓ 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

What Happens at a DMP Training Event?

Together, we want to help you develop your technicians into becoming proficient at installing and servicing DMP products. Training is an integral part of that, and you have a variety of training events to choose from.

Timothy Nissen, Director of Technical Training

TRAINING ON-SITE

Instructor-Led Training (ILT)
This is a customized course. For instance, you may want your technicians to learn how to program an XR550 panel for access control. At the start of the training, we'll use a Lab Guide with steps that coincide with a programming scenario and using overhead slides show an option on how to make it work. Then, using the Tech APP™, Dealer Admin™ or a keypad, the students get to program the task and test it. By "doing" instead of just watching, they get the valuable hands-on training that improves knowledge and retention. This type of session has been our mainstay for delivering technical training, but there are also other options.

TRAINING HOSTED AT DMP HEADQUARTERS

Technician Bootcamp
This training takes everything a step further. Starting out in our Product Demo room, we lay out

what the students will work with for the week. There's a quick presentation of an XTLtouch™, as well as the XT and XR Series™ and even some products we may not cover like XR550NFC and video products. Then it's up to the lab for more hands-on training using the guides and creating programming scenarios once again before the technicians get busy.

Each technician gets an XTLtouch to take home, so together we program it with some Z-Wave control. We also cover 1100 Series™ Wireless, including the important survey LED test. And, as part of the troubleshooting training, we find ways to teach them not to overlook the simple details — it's always fun to watch students when they discover the instructor has changed the serial number of a programmed device!

Technicians also get an in-depth look at access control using either an XR Series panel or an X1 Access Controller. Technicians who score 80% or higher on the test at the end of the week receive the DMP Master Technician certification and a challenge coin as a memento.

While the week is primarily focused on building technical skills, for those who may be new to DMP, the DMP Foundation session offers a better

understanding of our Mission and Values. This helps explain why the DMP Technician Bootcamp was created.

Advanced Technician Bootcamp
Like Technician Bootcamp, this course is designed with hands-on labs, but it tests your technicians' knowledge on DMP's advanced features and applications. It covers just an XR Series panel but incorporates networking, fire and video products. We work with power supplies and make all the keypads power from that. Techs also learn how to add a 734N Network Access Control Module to the system.

At the end of this training, each participant in this course takes home an XR550 Kit. There's also an instructor challenge typically with some type of prize. The most recent winner took home a Yeti Loadout bucket.

As part of any DMP training, we always review certain tools that make the job easier — a Thinline Keypad with onboard DMP proximity reader, for instance, helps troubleshoot access control issues. As part of their arsenal of tools, we also cover recommended tools like the Technician Accessory Pack, which includes a variety of cables, resistors and the always sought-after DMP screwdriver.

Now in the fifth year, demand for each of the Bootcamp sessions is as strong as ever. While each course curriculum is designed according to technicians' experience level, they all give your technicians a chance to meet other technicians from different parts of the world, allowing them to tap into the expertise of other folks. They all have a Q&A session as well with product managers, when technicians can discuss the industry trends they're seeing and suggest what they would like DMP to create to make their jobs easier.

ONLINE TRAINING, VIDEOS AND WEBINARS

For your convenience, you and your team can take advantage of free online webinars, as well as a variety of training videos available online at DMP.com. These self-paced video courses serve both as a great introduction before an instructor-led class and a review afterward.

Live Webinars
In this instructor-led webinar, attendees have equipment they work on and perform the same tasks as if they were present in a training room. These sessions work well for dealers with remote offices or technicians spaced out around the country. They are typically customized and usually recorded so the dealer can review them later with people who couldn't attend. Attendees should have a webcam and speaker so we can hear and see them.

Whether your team is taking advantage of DMP training hosted in person or online, it's a vital tool to ensure your professionalism. Less go backs, less time speaking to Tech Support and a better end user experience. But please keep in mind, the items we cover in class are perishable skills — if they don't get put into practice on a regular basis they may be forgotten.

We look forward to seeing you at one of our future training events.

Providing Your Employees with DMP Product Training is Easy with DMP University

Christa Scorse, Training Development Specialist

When you need to quickly equip your new hires with DMP product knowledge, DMP University's online learning modules are as hands-on as you can get. You'll find courses that focus on DMP products and feature updates, as well as courses to help grow their troubleshooting and networking skills. When they complete the online course, instructor-led training or webinar, they can download their DMP training certificate.
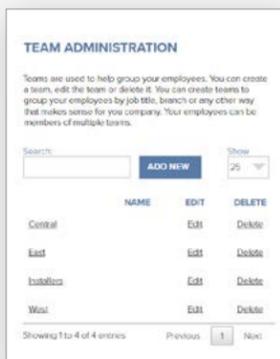
DMP University has built-in features that make it easy to add employees, assign courses and check their progress.

Under the Admin tab, you will find features to train your employees faster. Do you assign the same eight courses to each new employee? Use our curriculum feature! Create a "New Employee" curriculum to make onboarding even faster.
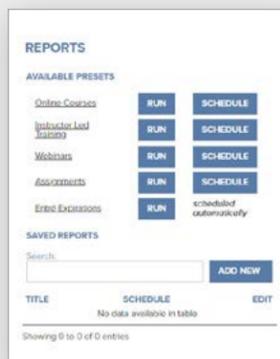
Do you want to group your employees based on role or location to stay organized?

The teams feature allows you to create groups of people however you'd like. Your employees can be in multiple groups, too. Combine these features to maximize your time. Use the assignments feature to assign courses and/or curriculum to individual employees or teams.
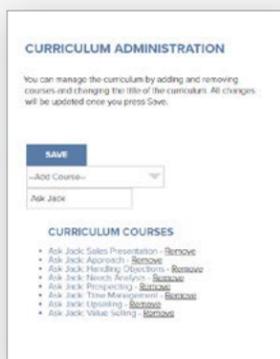
Run reports for all the learning your employees have done, search and filter and even export to Excel.

Want a weekly or monthly learning report delivered to your inbox? Create a saved report. As a training administrator, invite your new employees to DMP University, edit their contact information and send them password resets. DMP University allows you control and visibility of the learning in your organization.

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/.

TRAINING METRICS

World-Class Training for You and Your Employees. Become more competent and confident in your product knowledge with one of the 130 online, on-demand courses in our Learning Management System (LMS) or attend one of the 66 Instructor-Led Training (ILT) courses we offer in your office or ours. The numbers shown are the totals from the previous 12 months. As you can see from the metrics below, a lot of DMP dealers are training their employees. Are your employees getting the training they need to stay ahead of the curve?

9,875 Classes Taken

634 Virtual Keypad Classes Completed

39,977 Credit Hours Completed

11,243 Credit Hours Completed

873 Tech App Classes Completed

ILT
In-Person, Instructor-Led Training
66 Courses Offered

519 XT Series Classes Completed

11,340 Courses Taken

454 XT Series Courses Completed

891 XR150/550 Access Control Classes Completed

1676 XR Series Classes Completed

LMS
Online, Self-Paced Learning Courses
130 Courses Offered

912 Dealer Admin Classes Completed

1255 1100 Wireless Classes Completed

856 1100 Series Wireless Courses Completed

732 XR Series Basic Courses Completed

TO TRAIN OR NOT TO TRAIN?
Changing Your Perspective May Help You Decide

Anthony Willis, Leadership Development Trainer

What if we train them and they leave?

This is a problem and shared concern facing organizations across the country. In today's labor market, finding — and keeping — good, experienced talent is hard. If this influences your decision not to invest in training, consider this:

What if you don't train and they stay?

Developing a culture where good people choose to stay sometimes requires changing your perspective. For instance:

Training doesn't have to be time and money intensive.
In just a few minutes each day, you can engage your employees in team training events using facilitated critical thinking exercises to identify opportunities and solve problems. Just one of these exercise fosters the chance to learn from each other and practice multiple skills, not to mention the value of the solutions identified by the teams.

Continuous training and learning helps foster a place where employees are encouraged to develop and apply their skills and engage in success. As you

continue developing this kind of culture, remember influencing people to accomplish goals is the core of leadership. Therefore, leadership development is a critical part of your effort.

Leadership training, in fact, is no less important than training employees in essential technical skills. It can include a multifaceted approach with classroom presentations and discussions, individual skills practice, coaching and of course, team exercises. We've found leadership training that facilitates problem-solving skills through team-based critical thinking scenarios improves multiple skills, such as:

• Meeting and time management
• Team building
• Root cause analysis
• Data research
• Solution formulation and evaluation
• Feasibility formulation
• Business case building and formal presentation of solutions

If you'd like to learn more about leadership training and how to develop or expand your program, there are numerous excellent resources. Here are just a few to consider:

• *Reality-Based Leadership*, **Cy Wakeman**
• *The Leadership Challenge*, **James Kouzes and Barry Posner**
• *On the Plant Floor*, **Bryan Geary and Carlton Sorrell**
• **SkillsYouNeed (https://www. skillsyouneed.com/)**
• **https://www.linkedin.com/in/ simonsinek/**

Bottom line, when you choose a path of training while leading your people in a positive culture, you're exercising the theory of moving from scarcity to abundance. And when you invest in your people as the most important part of your organization, they in turn, present a much greater chance to increase your capacity, performance and success.

The Security Industry Alarm Coalition (SIAC) is working to help municipalities across the country create effective and fair alarm ordinances that can dramatically reduce alarm dispatches while maintaining police response.

SIAC's works directly with law enforcement at the local, state, and national level. The Model Alarm Ordinance, promoted by SIAC, was created in partnership with the International Association of Chiefs of Police and the National Sheriffs' Association.

Support SIAC!
SIAC is a 501(c)(6) not for profit corporation providing free services to all parties. We do not sell any products nor do we have membership/dues. We would be honored to add your name to our list of contributors.

By making a donation, you will support our common efforts to deliver balance model alarm ordinances to law enforcement, monitoring proposed alarm ordinances, work to remove onerous provisions and reducing false alarms.

To donate by check, make payable to "SIAC" and mail to:

SIAC
13541 Stanmere Dr.
Frisco, TX 75035
Ph: 972-377-9401

"Without SIAC's input and resources, we would not have had the information we needed to have our local onerous legislation withdrawn."

– Andy Lowitt, President, Lowitt Alarms, Hicksville, NY

"Having a national organization like SIAC available to help anywhere in the United States is an invaluable alarm management tool for our industry."

– Ralph Sevinor, President, Wayne Alarm Systems, Inc., Lynn, Massachusetts

WHY BANKS CHOOSE DMP:
Streamlined Audit Reporting Capabilities for Efficiency and Compliance

Financial institutions that take a strategic approach toward regulatory reporting understand the value of having a security partner like DMP. While ensuring the security of their patrons, employees and assets, those who rely on DMP also have the ability to streamline their compliance efforts.

BY MADELYNN INNES

To ensure the highest levels of operational integrity, institutions require reliable audit trails. The XR Series™ control panel meets that need with an impressive set of audit reporting features designed for enterprise-level compliance. For instance:

Zone Supervision/Inactive Zone Auditing
Zone auditing supervises every zone across a system. This means security directors can rely on the panel to automatically conduct a test in a selected number of days. If a zone doesn't change status over that time period, an "Inactive Zone" message is sent to the monitoring center with the zone name, number and account number. This ensures the system's integrity with notifications if a zone isn't working. It also adds accountability for services your contractors are paid to perform.

Late to Open/Early to Close
If a branch has not disarmed its security system within a selected number of minutes after the "opening time schedule," a "Late to Open" message is automatically sent to the monitoring center.

Likewise, if the alarm system arms within a selected number of minutes prior to the scheduled closing time, an "Early to Close" message is automatically sent to the monitoring center, creating the required audit report.

While ensuring the facility remains in compliance, both the Late to Open and Early to Close features ensure staff accountability and tighten the protection of employees and assets.

Dual Authority/Card Plus Pin
This feature requires two user codes be entered on the keypad before granting access to a specific area. For audit compliance, opening and closing logs are automatically entered into the database, and reports can be scheduled to be sent on a regular basis.

Additionally, the Card Plus Pin feature requires both a user's credentials and pin before the system will disarm selected areas. This eliminates concerns about lost cards or key fob credential.

Inactive User Monitoring / Revocation to Baseline
With the XR Series' "use it or lose it" feature, keeping a database up to date is actually quite easy. If a code is not used within a programmable number of days, the panel will automatically transmit the user's name, number and an "inactive user" message to the monitoring center.

No matter how many users are on a system, this gives security directors an automatic way of maintaining audit compliance by validating all assigned credentials. Messages can also be sent automatically to notify employees before their credentials expire. Also, when employees transfer within the company to other positions, the system automatically revokes access back to baseline, eliminating the chance of an employee having access to areas they no longer need.

AES 128- or 256-bit Encryption
To protect data from being intercepted by third parties, standard bank-level encryption — 128-bit or 256-bit advanced encryption standard (AES) — is available.

Having encryption in place secures alarm communications across your entire network. At the local level, communication is also encrypted from the panel to each of your duress and access devices. DMP's exclusive 1144 Series Key Fob, for instance, incorporates access control credentials into panic buttons so that all employees have a panic button on them at all times. From virtually any part of the work campus, the 1144 key fob can silently signal an emergency — that's because each one is designed with Two-Way™ Wireless and can communicate up to 1.7 miles open air with a high-power receiver.

One Integrated System Delivers Cost Savings, Convenience and Compliance
Financial institutions want an integrated approach that not only gives them intrusion and fire detection but access control all in one system. DMP's financial partners have requested new features to meet evolving regulatory, shareholder and audit requirements. DMP consistently responds with solutions. The XR Series panel continues to deliver with easier programming and management features across large enterprise applications.

But if you think the XR Series control panel is what makes DMP the trusted name among financial institutions, you'd only partially be right. Granted, the XR Series gives customers a single system to purchase, install and maintain. Additionally, customers appreciate the value of a streamlined user experience, decreased training rigor and consistency in program executions. But in order to design such a powerful solution, our first and foremost commitment to our customers is earning their trust by listening.

If you'd like more information on these or other exclusive banking features, scan the QR Code below. To discuss further how DMP can help your business, please contact us at FinancialSolutions@DMP.com.

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THE SALES SKINNY
THE SECRET OF SELLING

Jack Conard, Director of Sales Training at DMP, has over 35 years of experience in sales and training and has worked with multiple leaders in the security industry.

There are a lot of different sales techniques floating around social media – different blogs and posts about closing techniques, overcoming objections and so on. I recently saw a post that gave an example of an objection, then it encouraged readers to respond by commenting how they would overcome it. While it's fun to share sales techniques, it's important to realize there's not a magic phrase that will make you rich? Making a sale doesn't work that way.

The real secret: People buy just like you do. If you understand your own buying behavior and have a proven sales process, you're on your way to being able to sell to anybody.

Making a sale is about the process, not your personality, product or price. Using a sales process to understand how and why people buy allows you to communicate your value proposition in a language they understand. With a solid sales process, you can show a potential customer how your product is good for them.

Remember, it's our job to educate customers about the product they're buying and why ours is the best option for them. But

they don't want to be to be talked down to, bullied or spoken to like they're two years old. We must educate in a professional way. Plus, your customer needs emotion from you to feel good about their decision, so be sure to share your enthusiasm and passion for your product.

If, however, you don't believe that your product and service are the most important things they buy, then you won't be good at selling it. Without believing in your product, you won't be able to transfer that enthusiasm and passion for your product to your customer.

Salespeople often ask me why a potential customer didn't buy, saying "I did everything right – they liked me, and my price was competitive, but they wouldn't say yes." When salespeople ask me this, they're looking for validation that it was the customers fault and not theirs. The truth is that they did not follow a process, they tried to "sell them" rather than "help them." The seller didn't understand what the prospect really wanted from them or the customer's value consideration.

This isn't surprising when considering only 39% of people

intend to get into sales. Of those, only 30% had any formal sales training and only 17% have read a book about sales. Add to that, salespeople spend 62% of their days handling administrative tasks, yet 71% of them say their number one priority is to close more business. Does this sounds like a group of people who may be confused about what they're trying to accomplish?

Statistics show that salespeople need training. Unfortunately, statistics also show that most won't take the time to get the help they need — roughly 80% of salespeople don't invest in sales training for themselves, leaving only 20% who will invest in their careers.

I'd like to encourage that 20% — those of you who seek out ways to practice bettering yourselves — to continue learning the skills that will provide you with extra perks and income. So, for the "twenty percenters" who want to improve, here's what you will learn in my sales training class:

- Believe in yourself, your company and your product.
- Assume the sale before you start.
- Have and follow a sales process with no shortcuts.

- Discipline of the basics is worth more than any other technique.
- All prospects have motive for what they do.
- Ask the right questions and you'll find the prospects motive to buy.
- Present the product as more valuable than the cost.
- Closing is not mysterious or scary – it's just helping the prospect decide.
- Objections are a request for more information - you need a process for that too.
- People don't give referrals to salespeople; they give them to professionals who ask the right questions.

Throughout my 40 years in sales, I've seen a lot of people struggle. Most salespeople mean well but were never taught the necessary skills to begin with. When I first figured this out, my close rate soared from around 20% to almost 90%! Rather than take my chances and rely on a canned close and personality, I've accomplished this with a proven sales process taught to me by my mentor.

dmp.com/salestraining

To subscribe to the monthly Sales Skinny emails, sign up here:

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

WE MAKE CELLULAR UPGRADING EASY

Matthew Wolf,
Training
Development
Specialist

Cellular is the right choice for locations not easily reached by landline, or where there are concerns that physical communication links might be tampered with. Your cellular communicator can also be a backup communication path, providing the security of a communication link that continues to function, even when landlines are cut or compromised.

Dealer Admin™ allows you to configure time slots for your customers to schedule upgrade appointments. Your customers can use Virtual Keypad™ to schedule a cellular upgrade during those time slots. Technicians can take

advantage of DMP's Easy Cell Conversion. With Easy Cell Conversion, a technician can power down the panel, swap out the cellular modem and power the panel back up. The panel will automatically test the cellular communication path, display the status on the keypad and update the modem information in Dealer Admin. Remember that all cellular modems need to be upgraded before the Sunset date set by the carrier. Verizon's sunset date of December 31, 2022 is rapidly approaching.

As long as your customer has cellular service, our cellular communicators come ready for activation with SecureCom™

Wireless, LLC. Use one of the following to activate your cellular device:
• Dealer Admin
• Tech APP™
• Customer Service (866-266-2826)
• Remote Link™

Needing to upgrade a non-DMP system? DMP's ComSeries™ provides you with dual path communicators and free network communication. Plus, the ability to upgrade any old system to a smart home with automated actions, cameras and video doorbell all from your Virtual Keypad app. Not only that — as phone lines drop out, this solution also gives you a way to connect to older panels with dialer communicators only.

DON'T WIRE MORE. WIRELESS.

DMP's Two-Way™ Wireless is unlike any other — it offers numerous advantages over other wireless products, including:
• Frequency range between 905-924 MHz
• 900 MHz frequency-hopping spread-spectrum technology
• Two-way communications for greater reliability and support for more frequent sensor check-ins

Using a DMP wireless receiver saves money on wire and installation time while reducing customer inconvenience. The survey LED capability on transmitters was designed to allow one person to confirm communication with the panel. With the built-in survey LED, you can quickly confirm they've got a problem-free installation the first time, every time.

Wireless signals don't penetrate metal objects, but they do penetrate drywall, masonry, furniture, wall paneling and other solid objects. Materials such as these can reduce signal strength; however, radio wavelengths at

higher frequencies are much shorter. Therefore, the DMP advantage of shorter wavelengths is that they can more easily fit through narrow openings, while our competitors' longer wavelength signals may be reduced in strength or, depending on the type of blockage, may not get through at all.

Even in some of the harshest environments, our standard 1100 Series wireless receiver is strong enough to maintain communication to our wireless transmitters. Oftentimes, a repeater may not be necessary for maintaining proper communication to wireless transmitters. However, if the LED survey reports communication issues with the standard receiver, try swapping it out for a high-power receiver and perform the LED survey again on all zone locations. If the LED survey still reports communication issues with the high-power receiver, add a repeater to extend the range of the wireless signal. When adding a wireless repeater, here are a few guidelines to keep in mind:

• More is not always better - a repeater is only necessary when range testing confirms poor communication. Only add one 1100R at a time and perform the LED survey on all zone locations before adding another.
• The 1100R should be mounted between the 1100 Series wireless receiver and the 1100 Series wireless transmitters that are out of range. Mount the 1100R as close to the wireless transmitters as possible, while maintaining proper communication to the wireless receiver.
• DMP's exclusive Wireless Test allows one technician to easily test the system from the keypad. Each transmitter is tested multiple times, providing comprehensive results that reliably confirm which transmitters are functioning properly. If the test indicates that a transmitter has failed, adjustments can be made right then, rather than returning later.

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 our headquarters facilities to evaluate your issue, develop a solution and work with you to implement it. We are eager to assist you to develop unique applications for DMP technology. If you require assistance in analyzing or designing an application, contact our knowledgeable team in Inside Sales.

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 HOW DO I PROGRAM A COMMUNICATION PATH IN MY XR500 OR XR150/550?

This is done in the Communication section of the panel programming menu. Set the panel account number and press CMD until prompted to enter the path number. Enter the path number (1 for example) and press CMD. Choose a communication type: None, DD (Digital Dialer), NET, CID (Contact ID), or press CMD to select from CELL or WiFi. Continue to configure the other settings for this path. When prompted, enter the phone number (DD or CID) or IP address (Net or Cell) of the central station receiver.

2 HOW DO I UPDATE THE FIRMWARE IN MY GRAPHIC KEYPAD?

Version 107 or later: To update the firmware, download the firmware update from DMP's Dealer Direct Software Downloads and unzip the file onto a FAT32 formatted Micro-SD card. Insert the card into the slot on the right of the keypad, then power cycle the keypad or select Restart from the keypad options.

Version 106 or earlier: To have the firmware updated in the 7800 or 9800 Series keypads, simply use the Customer Repair Center with instructions to update to the latest firmware and send it in to DMP.

3 HOW I DO UPDATE THE FIRMWARE IN MY PANEL?

1. The Dealer Admin site can be used to update XR150/550, XTLplus/XTLTouch panels over network or cell, Com Series communicators over network or cell, and XT30/50 panels if the panel is Hardware Level M or higher. This can be done individually or with the Bulk Update option.

2. A 399 serial cable can be used to update any of our systems using Remote Link, this includes the CellCom/DualCom communicators. Remote Link can update panels over a network. The XR100/500, 150/550, XTLplus, XTLTouch and XT30/50 Level M or higher can be updated using the panel's network connection.

3. The Model 401 USB Flash Module can be used to update XT30/50, XTLplus and CellCom/DualCom systems.

4 HOW DO I TEST MY WIRELESS ZONES?

There are two ways to test DMP wireless communication:

The first option is the wireless test, in which the panel directs each transmitter that is currently programmed to check in. Reset the control panel by shorting the RESET header or pressing the RESET button, depending on the panel. Then, at a keypad, press 8-1-4-4 (W-A-L-K) (then press CMD on XR panels). Press CMD until the WLS option is displayed, and select it. By pressing the WLS option on the screen this will begin a wireless check-in test that will run for five minutes and check the consistency of your signals. Zones that fail either need to be relocated or a repeater should be added. The panel will show the status on the screen of how many transmitters are checking in. When the test ends, the screen will also display which transmitters failed, if any. This can also be done in Dealer Admin under System Tests -> Wireless Test.

The other option is the transmitter survey LED operation that is built into all 1100 Series wireless products. Each wireless transmitter has a red LED built-in that provides visual confirmation that the transmitter, the LED should quickly blink one time when pressing the tamper and one time when releasing the tamper. DMP recommends repeating this test several times to confirm reliable communication. If the LED turns on for more than one second, or if the LED is flashing multiple times, relocate the wireless transmitter or receiver until the transmitter is consistently showing the LED turning on for less than a second each time the tamper is pressed.

5 HOW DO PUSH NOTIFICATIONS WORK?

Push notifications have to be enabled on the phone, and the user must select which push notifications they want to receive. The user is able to choose from Alarms, Troubles and Arms/Disarms in the Settings tab of the Virtual Keypad app. Additional push notifications can be sent for sensor activity. Sensor activity must be enabled on the system in dealeradmin.securecomwireless.com for users to see that as an option in their app. Users can choose to receive sensor activity from up to 50 different zones programmed into the panel.

Push notifications will work with the primary communication type matching what is in Dealer Admin. If the system is using EasyConnect in Dealer Admin, the panel's main communication needs to be Network or WiFi and port 7001 TCP outbound must be open. If the system is using Cell in Dealer Admin, the panel's communication needs to be Cellular.

METRICS DASHBOARD

These metrics will be published each quarter.

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

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

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

5 min 2 sec — **TECH SUPPORT** average wait time

Salespeople Trained In-Person
120

DMP University Instructor-Led Trainings
3414

DMP University LMS Courses Taken
3570

17.8%
Dealers Who Use the 1% Net 10 Day Discount

36%
Dealers Who Pay Using Dealer Account or EFT

AVERAGE RMA TURNAROUND TIME: **1.93 DAYS**

DMP Meets ISO 9001:2015 Recertification Standard

Chris Montgomery, Director of Corporate Quality

In the world of quality, ISO 9001: 2015 sets the standard on how an effective Quality Management System should be structured. This spring, DMP reaffirmed its commitment to producing the highest quality products and services in the security industry by announcing successful recertification to the ISO 9001: 2015 Quality Management System.

"I am pleased to announce that DMP passed the audit with NO nonconformances," said Director of Corporate Quality Chris Montgomery. "The successful completion of this audit is a testament to the dedication that DMP has to its business and quality systems, which have been put in place to ensure that we provide the highest quality parts and services to our customers. The auditors have submitted their report to our Registrar and recommended that our certification remain in effect."

The ISO-9001: 2015 standard is the benchmark for the systems used to run our business and it is used to ensure that the business is conducted in a consistent, repeatable and risk-focused manner. This achievement is a result of every DMP employee's commitment to defining and following the processes outline within our Quality Management System and understanding their part in the conformance to those processes.

Does this mean DMP can sit back and relax now? "Not in the least," Montgomery says.

"We have as much work to do now as we ever have. During the audit, we identified several opportunities for improvement and are already working to implement projects to address those opportunities."

DMP doesn't settle for "good enough," he adds. "We will continually strive to improve our processes in an effort to become more efficient, innovative and quality driven in everything we do."

Make Reaching Out to Customers Even Easier

Visit Marketing Central for Free Resources
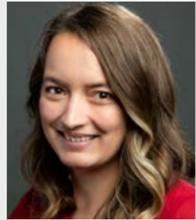
Katrina Phillips, Marketing and Tradeshow Coordinator

To sell at your best potential, you need quality marketing resources ready to use. DMP's Marketing Central makes that easy — it's continuously updated with new promotional content for you to use.

If you're looking for an easy way to reach out to customers with a seasonal reminder of your services, check out Marketing Central's social media posts added every quarter. As long as you have a Marketing Central account, you can download the posts for free.

Marketing Central also gives you free access to email templates, photos, videos, logos, flyers and much more. You're free to use premade, ready-to-download content or use stock content to make your own marketing materials. For printed content, you can even customize and order prints directly from Marketing Central, saving yourself both time and money. All promotional literature ordered from Marketing Central is printed in-house at DMP, making it cheaper to order and easier to coordinate.

If you have any questions about Marketing Central, please email us at MarketingCentral@DMP.com.

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Map regions:
- **CENTRAL SALES** — Derek Ottman
- **NEW ENGLAND** — Scott Mellecker
- **NORTHEAST** — Thomas Francescangeli
- **NEW YORK METRO** — Dave Farquhar
- **NORTHWEST** — Jeff Spatz
- **NORTHERN CALIFORNIA** — Jeff Spatz
- **UPPER MIDWEST** — Jim Dirkes
- **GREAT LAKES** — Mark Barber
- **MIDWEST** — Michael McEvilly
- **CENTRAL STATES** — Doug Rieman
- **MID-ATLANTIC** — Dan Dossey
- **CENTRAL CALIFORNIA** — Joshua Jetton
- **SOUTHWEST** — Darin Porter
- **LOS ANGELES** — Edward Zachar
- **NORTHERN TEXAS** — Carlos Romo
- **LOWER MISSISSIPPI** — Cory Bush
- **MIDSOUTH** — Johnny Byard
- **SOUTHERN CALIFORNIA** — Adam Fisher
- **SOUTHERN TEXAS** — Emanuel Maire
- **SOUTHEAST** — Mark Taylor
- **FLORIDA** — Jeff Garetano
- **WEST SALES** — Jeff Spatz
- **EAST SALES** — Hunter Pardue

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NORTHEAST
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GREAT LAKES
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NEW YORK METRO
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Giving Back Spotlight: PER MAR SECURITY SERVICES

Per Mar sponsored "Safety Night at the Ballpark" in support of Klaas for Kids.

Alaina Sonksen, DMP Cares Coordinator

In the first issue of DMP Security Dealer Digest, you might have seen an article about DMP Cares – that's what we call our company-wide charity work. The article shared a bit about what we do in our corner of the world, and more importantly, WHY we do it. Going forward, we want to shine that spotlight on you, our dealers, who share the value of generosity and are actively engaged in serving your communities. We'll start with Per Mar Security Services.

Per Mar was founded in 1953 by John and Eleanor Duffy in their home in Davenport, Iowa. To this day, Per Mar is the largest family-owned, full-service security company in the Midwest. You've likely seen Per Mar's name consistently listed on the SDM Top 100.

"We believe in giving back to our communities." That's what you'll see on Per Mar's website. But how does the company engage over 2,800 employees across 25 locations in the act of giving back? Volunteering – an important part of their history and culture – is one way. Employees are encouraged to look for ways to serve their local communities. In doing so, they strengthen Per Mar's bond within the communities they serve.

Another avenue in which Per Mar exercises generosity is through their Charity Fund, established in 1980. It's an internal account funded exclusively by employees who voluntarily contribute via payroll deductions. The funds go to organizations that alleviate community issues and strengthen cultural and educational programs within the communities Per Mar serves. Since 2001, Per Mar has matched every employee donation to the fund – dollar for dollar. To date, contributions total more than $1.45 million.

These are just a few of the organizations that Per Mar proudly supports: American Heart Association, Rotary, YMCA, Habitat for Humanity, Toys for Tots, Big Brothers Big Sisters. The company also supports first responders, local schools, museums, libraries, clubs, parks and more.

To our friends at Per Mar: Keep up the great work! You are making a difference.

Like the team at Per Mar, many of you are also engaged in giving back to your local communities — and customers appreciate that. If your company has a vibrant "giving back" program, please email me at ASonksen@DMP.com. We'd love to share your story!
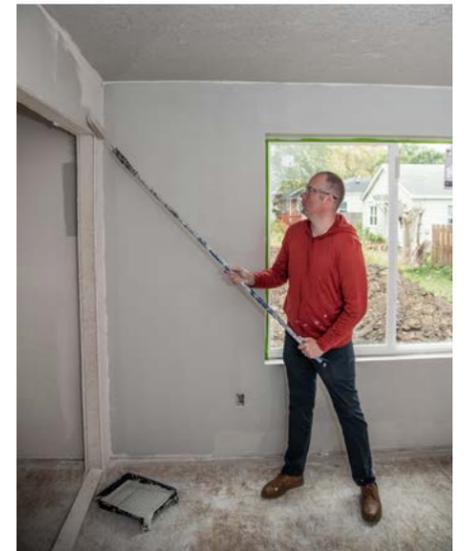
Per Mar's President of Security Officer Division, Brad Duffy, volunteers with Habitat for Humanity.

Per Mar supports the DC Everest Education Foundation. Presenting a donation to the foundation are Ken Nerison and Mark Beda.

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.

In December, when our DMP family was invited to gather around our table at this year's Christmas party, each attendee received handwritten recipes from each of our Executive Management Group members. We want to share some of them with you too and hope you enjoy them at your table throughout the year!

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

SHEET PAN SESAME BEEF AND BROCCOLI
from the kitchen of Kathy Mills

INGREDIENTS

- ¼ cup toasted sesame dressing
- 1 tablespoon soy sauce
- 2-3 cups broccoli
- 1 tablespoon brown sugar
- ½ teaspoon salt
- 1 ¼ pound boneless sirloin, cut into 2-inch pieces

INSTRUCTIONS

1. Combine all ingredients in shallow bowl and marinate for a few hours.
2. Heat oven to 425 degrees.
3. Pour all ingredients in a sprayed 15 × 10 inch rimmed sheet pan.
4. Bake for 8 minutes.
5. Serve over rice and garnish with green onions.

SPINACH-ARTICHOKE DIP
from the kitchen of Valerie Stange

INGREDIENTS

- 2 cups mayonnaise
- 2 cups mozzarella cheese
- 1 cup parmesan cheese
- 1 can artichoke hearts
- 1 package frozen chopped spinach, thawed

INSTRUCTIONS

1. Combine all ingredients in Crock-Pot.
2. Cook for two hours on low.

CINNAMON ROLL CAKE
from the kitchen of Mandy Tucker

INGREDIENTS

Cake:
- 3 cups flour
- ¼ teaspoon salt
- 1 cup sugar
- 4 teaspoons baking powder
- 1½ cup milk
- 2 eggs
- 2 teaspoons vanilla
- ½ cup butter, melted

Topping:
- 1 cup butter, softened
- 1 cup brown sugar
- 2 tablespoons flour
- 1 tablespoon cinnamon

Glaze:
- 2 cups powdered sugar
- 5 tablespoons milk
- 1 teaspoon vanilla

INSTRUCTIONS

1. Preheat oven to 350 degrees.
2. Mix all the cake ingredients together except for the butter.
3. Slowly stir in the melted butter and pour into a greased 9 × 13 inch pan.
4. For the topping, mix all the ingredients together until well combined. Drop evenly over the batter and swirl with a knife.
5. Bake for 28-32 minutes.
6. While warm, drizzle glaze over the cake.

LEMON PEPPER WINGS
from the kitchen of David and Judy Peebles

INGREDIENTS

- 2 pounds chicken wings
- 3 garlic cloves, crushed
- 1 tablespoon lemon juice
- ½ teaspoon salt
- 2½ teaspoon lemon pepper seasoning
- 2 tablespoons tapioca flour (or corn starch)
- 1½ tablespoon butter, melted
- Ground black pepper
- Lemon zest

INSTRUCTIONS

1. Preheat oven to 400 degrees.
2. In a large bowl, whisk together crushed garlic, lemon juice, olive oil and salt. Add wings and toss.
3. In a small bowl, whisk together 1½ teaspoons of the lemon pepper seasoning and tapioca flour. Sprinkle over wings and toss to combine.
4. Line a large baking sheet with parchment paper and place wings in a single layer.
5. Bake wings for 40 minutes, flipping halfway through.
6. While wings are baking, whisk together melted butter and the remaining teaspoon of lemon pepper seasoning. Once wings are done, brush on lemon pepper butter mixture.
7. Broil wings on high for 4-6 minutes or until skin is crispy and slightly browned.
8. Serve lemon pepper wings immediately with a sprinkle of freshly ground black pepper and lemon zest.

Lunch & Learn

DMP Lunch & Learns

During this quarter, DMP has had two Lunch & Learn classes where employees could sign up to participate in special learning activities during their lunch break.

The classes offered were Cookie Decorating with Mrs. Bee's Cookie Co. and Potting Plants with Schaffitzel's Flower Shop.

MRS. BEE'S COOKIE CO

Schaffitzel's SINCE 1949

DMP FAMILY *Happenings*

Thank you dealers for helping us achieve a record sales month!

In March, DMP achieved a record-breaking sales month. As a celebration, DMP had a "Freaky Fryday" and employees got to pick a different department to work in for part of the day. The celebration was also marked with a company-wide fish-fry lunch.

This sales achievement would have never been possible without the hard work of DMP employees and dealers!

View the 2022 Catalog

DMP *Social*

John Bazyk's son on LMS

John Bazyk, President and CEO of Command Corporation, has been working on DMP University training classes with his nine-year-old son, Liam.

John Bazyk · 2nd
President & CEO at Command Corporation | Security Thoug...
1w

Another early Saturday morning and Liam (age 9) asked me to unlock the computer. I assumed he wanted to code in codeakid, but a few minutes later, I found him in the XR150 training. He's about 50% of the way through completing all of the classes we have our technicians go through. Then onto Bosch. Liam has learned to be a self-starter and finish what he's set to accomplish when he commits to doing something. Katie and I are very proud of him. He may not work in the industry, but he will learn how to finish what he starts, especially when it's hard. I've had to FaceTime with him a few times to help him through more challenging exams!

Jeremy Bates · 1st
President of Kentucky and Florida's Largest Family/ Locally Owned & Operated Electronic Security Company
1d · Edited · 🌐

Received a nice gift in the mail today from **Hunter Pardue** at DMP. The wreath has our logo on it even! Nice touch I must say. His wife Ashley Pardue makes these. Looks pretty good hanging on the lobby door. Thanks Hunter!

Don't judge my office's piles of paper! It's been a busy couple months! 😄 😄

Bates Security

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

We love to see your before and after photos!

Photos posted by Low Voltage Systems, San Diego, CA.

Before

♡ 💬 ✈
4 likes
lowvoltagetech Sonitrol Plus Panel Upgraded to a UL certified @dmpalarms XR150 Network Panel. It was quite a mess toning all the wires but in the end it all worked out.

After

♥ 💬 ✈
5 likes
lowvoltagetech Sonitrol Plus Panel Upgraded to a UL certified @dmpalarms XR150 Network Panel. It was quite a mess toning all the wires but in the end it all worked out.
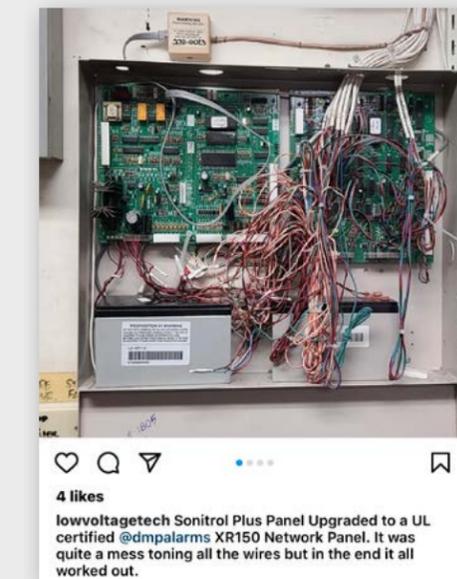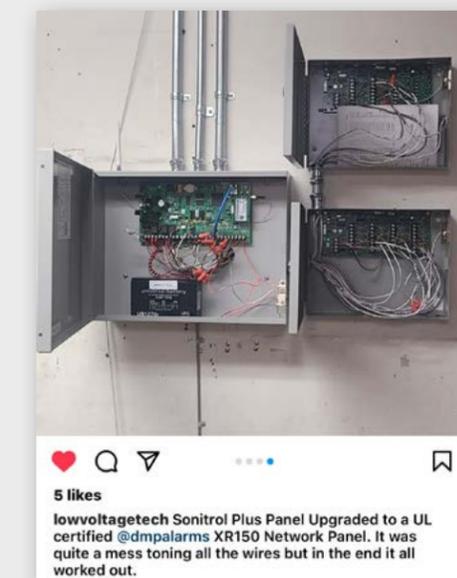
Welcome TO THE FAMILY

DEAN BELISLE

National Sales Trainer

As the National Sales Trainer, Dean will work to help enhance the sales skills of DMP authorized dealers, leading to higher levels of support and in turn, increased dealer success.

Before accepting his role at DMP, Dean worked in a similar capacity in training and consultation. He started in the security industry working at his family business, gaining a deep understanding of management and sales, as well as installation and technical knowledge.

"I joined DMP because I wanted to make a difference," said Dean. "Working alongside dealers and their sales teams on the frontline is an exciting challenge. My goal is to provide the training and expertise to take them to the highest level of effectiveness and success."

CHAD HALL

Director of Government Solutions

As the Director of Government Solutions, Chad's responsibilities will include supporting numerous U.S. government agencies with ongoing service and support. Chad will work with DMP's dealer network to raise awareness for DMP's products and services within the government sector.

Before getting his start in the security industry, working in both management and training capacities, Chad served in the United States Navy for 4 years.

"I had the opportunity to experience DMPs extensive line of robust products and services in my previous role," said Chad. "I'm also impressed that the company is based in the U.S., while the products are designed, engineered and manufactured domestically."

ALEE ROUHANI

Director of Product Marketing

Alee Rouhani has managed business-to-business marketing for small and large enterprises for over 20 years. He has a broad range of marketing experience within companies in the technology and telecommunications industries, to dairy where he created strategies targeting decision makers and influencers within food manufacturing companies.

Alee has won numerous awards throughout the years for the execution of product marketing, brand management, lead generation and public relations campaigns.

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Model CSR-35 supports both 2.4-GHz Bluetooth® (BLE) and 13.56-MHz MIFARE® DESFire® contactless smartcard technology

- Interface via Wiegand or Open Supervised Device Protocol (SIA OSDP Verified)
- Single-reader provision mounts direct to metal mullions or single-gang wall boxes
- Fully potted design installs indoors or out
- BLE read range is field-adjustable, from presentation up to 15 feet (4.6 m)
- High-security application reading of DESFire EV2 and EV3 contactless smartcard credentials, and more…

CSR-35 Mobile-Ready Reader
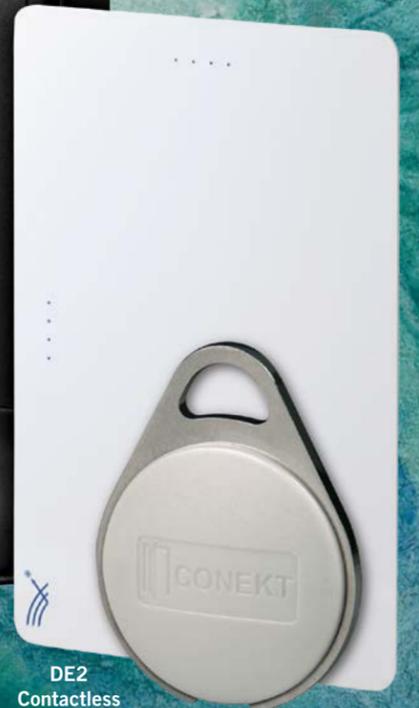
DE2 Contactless Smartcard

CSK-2 Contactless Smartcard Keyfob

CMC-2 Mobile Credentials

www.farpointedata.com

Why pay for something that you can get for free? Network communication is free on all DMP products.

While most security manufacturers expect you to pay every month for alarm communication to the central station, DMP doesn't. When you use DMP products like one of our universal communicators to take over an existing non-DMP panel, even supervised network communication is free.

Network communication to your central station for all signals is free on all DMP products. Always has been. To learn more, go to DMP.com/FreeNetwork.

If you're ready to stop wasting money every month, give us a call today.

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