

SALES PROCESS INFOGRAPHIC

SALES PROCESS

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Step 1: Speak with the School Principal or Superintendent

Call up the local school district's decision maker and inform them of D2PD. These could be the:

- Superintendent
- Principal
- Security/Campus Resource Officer
- Security Consultant

Get their availability and schedule a sit-down with them **and** the police.

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Step 2: Speak with the Police

Call up or visit your local police departments and inform them of D2PD, being sure to mention it is **free** for them.

Key decision makers here can include:

- Chief of Police
- Assistant Chief
- Lieutenant
- Executive Officer/Commander

Schedule a sit-down demo with them **and** the school.



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Step 3: Sit Down with Both

Schedule a sit-down with schools and the local police to show them a demo and explain D2PD's value. Be ready to meet any objections, [answer any questions](#), and close the deal.

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Step 4: Close

Negotiate the sale of the unit(s) and subscription monitoring service. Then, schedule the training and installations for both the school buildings and the police station



Funding Resources to provide to schools:
ganzsecurity.com/d2pdgrants



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ADDRESSING OBJECTIONS

Competitors

Mobile Apps

10% of users *actually* sign up for these mobile apps

Aside from low signup rates, actual possession of mobile devices, poor service, and/or an inability to engage an app while under emotional stress are limiting

Active Shooter Pull Stations

- Expensive (\$50,000 to \$100,000)
- Do not go directly to police

Physical Panic Buttons

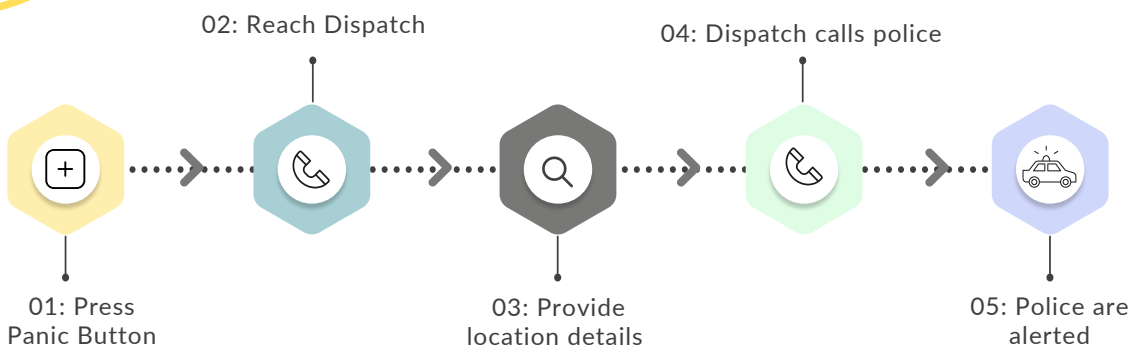
These buttons are silent so the whole campus is not alerted, there's no monitoring service, & they provide unspecified locations.

Mass Notification Systems

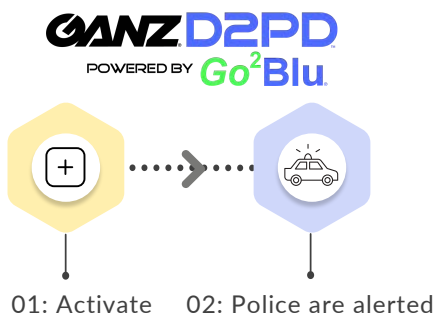
- Can't communicate with Law Enforcement in a timely & comprehensive manner
- They send a digital signal to the Fire Department on activation of a "Non-Fire Alert"
- Their communication networks don't possess an ability to integrate security systems in a coordinated Security Response Plan

COMPETITORS' PROCESSES VS. OURS

THE COMPETITION



-VERSUS-



OBJECTIONS

REPLY

I am not the decision-maker

Can you put me in touch with someone who is?

Why should I spend \$1K on hardware and \$1800 for monitoring, when I can put in one panic button for under \$100?

During an emergency where time=lives, would you rather a 5-step process to reach the police or a 1-step process? (see above)

Our schools have a local policeman on site. They would be the first response by current alert system via onsite panic button.

Many of the schools that have experienced Active Shooter Incidents had onsite Police and Security. D2PD reaches **everyone** in the Police Dept. and not just a single S.R.O.

I don't know how to use that

After we install it, all you have to do is click or push a button.

Law enforcement vehicles can't receive direct alerts from anyone other than 911 or dispatch

Our system is unique because we set it up on both ends beforehand to enable direct communications.

We already have something in place

D2PD is the only solution that goes directly to the police in 1/4 of 1 sec; NOT to the 911 phone line or a 3rd-party monitoring company.