



## Sonitrol Businesses Share Success with WeSuite

WeSuite sales automation software is trusted by security integrators, alarm and fire monitoring companies, and other service providers across the U.S. and Canada. We sat down with five of the Sonitrol independent franchise companies to discuss how WeSuite is helping them grow their sales. Participants included:



**Alison Shiver (AS),**  
*Residential Sales  
& Marketing Manager*  
Sonitrol SW Ohio /  
Shiver Security  
Services



**Scott Green (SG),**  
*Florida Commercial  
Sales Manager*  
Sonitrol of North East  
Florida / Bates  
Security



**Ana Goncalves (AG),**  
*Sales Team Leader*  
Sonitrol New England  
/ Alarm New England



**Mattie MacKenzie  
(MM), Accounts  
Receivable Manager**  
Sonitrol Pacific /  
Secure Pacific



**Anne Calabretta (AC),**  
*Sales Manager*  
Sonitrol Great Lakes /  
Solucient Security  
Systems.

**Q:** What's the single greatest value that WeSuite delivers to your business?

**AS:** As a sales manager, **WeSuite helps me hold sales people accountable.** They must enter every lead into the system, so I can always see what they're doing and know where they're at. We review the leads and their sales reports at our sales meetings. Also, by using WeSuite **we can better streamline the customer experience.** Nothing falls through the cracks.

**SG:** I agree with Allison about how WeSuite provides accountability for our salespeople. As managers, we can look at it and make sure that the salesperson uses critical thinking when designing systems for the customer. **It puts guardrails in place,** especially when it comes to estimating labor. Salespeople have the potential to drive the car right off the cliff without guardrails! Also, WeSuite provides us with continuity and the ability to track things, which is especially important if you lose a salesperson. You can easily see what they've been doing and pass those opportunities and projects on to others.

**AG:** I'll second Scott's comments regarding continuity. It's helpful when someone leaves, or when an old opportunity resurfaces two years after it was quoted. It's so much easier to find everything related to the job.

Approvals are also huge for us. Our sales guys have a lot of self-confidence in what they're doing, but they don't always get things right. We are so thankful for approvals! The software prevents incorrect quotes from going out the door and hurting projects' profitability.

**Q:** Everyone in this group works in an office that operates as two companies. How does WeSuite support this balancing act?

**MM:** Our two companies are spread across four locations, with about 10 sales reps. WeSuite makes it easy for them to switch between companies when doing a quote. They just choose a different dropdown menu from the front screen, and it shows them the right sets of parts and pricing. When ready to compile a proposal, they can choose the appropriate logo and business documentation.

**AC:** Our six sales reps quote both residential and commercial. They pick what they're quoting, and everything changes along with it.

**AS:** It's great to have one platform supporting both residential and commercial sales. We have our packages set up through residential. We also have separate residential and commercial contracts.

**Q:** How do you train new sales reps? Does having software like WeSuite in place get them up and running more quickly?

**AS: We use WeSuite Academy.** The videos really cover a lot, and our new hires sit through them all. Then, we work with them personally to hit on more specific processes.

**AC:** We just did a massive switchover at Sonitrol Great Lakes, so we had WeSuite train our solution designers. We did it via Teams. I even learned stuff I didn't know.

**SG:** When I'm training someone in another office, we can get on WeSuite together. We can look at a quote in Teams, and I can explain why some of their numbers make sense but others don't. I can ask them how they came up with their labor amounts, and when I see where they're struggling, they can watch while I do it the right way. Then, they know how to do it correctly next time.

**MM:** Adding to what Scott just mentioned, one of the coolest things about WeSuite is that we don't have to have a sales manager in each office. Our manager in Boise can see everything that's going on in Portland. It's right there, easy to access, 24/7.

**Q:** What else have you found to be "cool" or surprisingly helpful?

**AS:** Having DocuSign built into WeSuite is amazing. It's wonderful how the documents return to your email and complete the whole process. We're getting stuff back from customers so much quicker.

**AG:** I agree! DocuSign has saved my guys out in the field. There was a recent situation where they had just closed a residential sale, and after they left the client's home, they realized they didn't have a signed contract. I put the quote together for them and immediately sent it to the customer using WeSuite's integration with DocuSign. We were able to get it in front of them and signed immediately. Our sales guys didn't have to go back to their house.

Plus, everything in the quote is automatically included when we're using DocuSign. I don't have to worry about all the hand-written stuff that used to get forgotten. WeSuite fills it all in for us, and we just send it off for signature. It eliminates a ton of steps.

*Thank you to the many Sonitrol offices for sharing how WeSuite provides the flexibility to accommodate their unique businesses' workflows and quoting requirements, with the common goal of growing sales, efficiencies, and profitability.*

