

# Silent Guard



**Taylor Sears:** Chief Operating Officer

**Location:** Several locations serving Central Kentucky and beyond

**Description:** Full-service systems integrator and alarm company specializing in commercial security and smart home automation



**SilentGuard**

Silent Guard, Kentucky's leader in integrated access control, video surveillance, security, and home automation, began about 30 years ago – around the same time Taylor Sears was born. His parents founded Silent Guard. As Taylor grew up, he watched the company evolve from an alarm company run out of the back room of his grandparents' heating and cooling business to a full-service systems integrator with multiple locations serving Central Kentucky.

Taylor officially joined the company in 2018 as Chief Operating Officer after spending several years post-college honing his business management skills in various positions outside the security industry. "When I came onboard, my first assignment was to study how other successful security businesses operate, learn from them, and identify what we could do better," says Taylor. My parents wanted a fresh, unbiased perspective.

**"It was clear that the first thing we needed to do was improve our sales process to keep up with leads, book jobs, and operate more profitably."**

## Silent Guard Needed:



A quoting tool capable of supporting the quirks and complexities of security sales



A centralized sales platform, integrated with accounting, that would allow them to go paperless



Tools and processes to make selling and closing easier for salespeople



Ways to eliminate mistakes, inefficiencies, and other issues impacting profitability

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*I have a hard time believing there's anything else out there that could have helped us address these challenges as well as WeSuite.*

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### Like Salesforce, but Better

"I had used Salesforce at my previous company and loved it. However, the security industry is unique in the range of products and services we sell and how we go to market. We needed a solution built specifically for our type of business. That's WeSuite, and particularly for us, WeEstimate.

Security installations include a lot of parts. We might carry 12 different versions of a door sensor. WeEstimate makes it easy for our salespeople to quote the right parts and packages at the right price and remember miscellaneous items that are often overlooked.

WeEstimate also allows us to see and factor in all actual costs associated with each job. For example, as labor costs go up, I can change it in the system and feel confident that every salesperson is quoting labor at a rate we need to make money.

The higher the profit margin on a job, the more money our salespeople make. We have the commissions module built into WeEstimate so our sales team has complete information when quoting jobs; they can see the recurring costs multiple, the gross margin, and precisely what they'll earn on commission. WeSuite lets us put some of the responsibility of quoting profitably on our salespeople's shoulders while allowing them to make as much money as they want."

### A Centralized, Paperless Platform

"We used to use a lot of paper! Any project folder might contain up to 20 pieces of paper completed during the sales call, plus printed and signed contracts, miscellaneous notes, and other stuff. The folder would travel through our office, go with technicians to job sites and get shared with the billing department. It could take longer than two weeks, from quote to schedule to install to bill. During that time, documents could get misfiled or misplaced. Data might get transcribed incorrectly. Mistakes were inevitable.

In early 2019, we set a company goal for our entire operations department to go paperless by the end of 2020. Deploying WeSuite to integrate with our Sedona accounting system was part of the plan. Fortunately, things went more smoothly than anticipated, and we were paperless by early 2020, just in time for the March surprise.

When COVID happened, our sales team didn't miss a beat. Thanks to WeSuite, we could continue selling with a completely remote salesforce. I was one of only four people allowed in our building, part picking and packing all the jobs. Using Sedona, I would only make parts available to our sales team that we had on the shelves, and salespeople could see in WeEstimate what they could sell. If something wasn't available, they could proactively figure something else out. WeSuite was a huge reason we could not only function but thrive during COVID.

Post-COVID, the advantages of going paperless persist. Salespeople, managers, and technicians all share the same centralized database. Those thick folders are gone, including paper contracts.

We cover an expansive territory; when we used to deliver a paper contract to a customer, it often took a long time. Now, with WeSuite's DocuSign integration, we can get a signature in five minutes or less. Customers get a copy of their proposal along with the contract, so they know

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*WeSuite has increased our close rate, dollars-per-job, and RMR.*

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exactly what they're signing for. They can sign on their cell phone. If there's wrong information, we find out immediately so we can correct it. ***It has increased our close rate, dollars-per-job, and RMR.***

### Easing the Sales Process

"Since joining the company, I've been on a mission to streamline the entire sales process. How could we make it easier for our team members to navigate the sales process, and how could we make it easier for customers to say yes?"

WeSuite has helped us make vast improvements in this regard. We've got standardized templates for our quotes and standardized packages that we use. Many of our projects are custom-designed, but we always start with base packages. ***With WeSuite, quoting is simplified, consistent, and much less time-consuming.***

Our team is finding that selling RMR add-ons now requires far less effort. When they put RMR on a quote, WeEstimate automatically includes a full-page description of what that service entails so the customer understands what they're paying for. As a result, they're much more likely to purchase services agreements and other RMR services – both of which contribute to the salesperson's commission.

WeSuite's automated approvals get quotes out the door more quickly. For jobs that fit specific criteria, salespeople can present proposals without approval from me or our general manager. For quotes that do require our approval, we receive automated notifications through WeSuite."

### Selling Smarter

"There's a significant cost to not using sales automation and management software. ***WeSuite has eliminated all the stuff that caused a lot of mistakes in the past.***

Using WeEstimate, we analyze the profit and loss of every single job we install. Based on what we learn, we're constantly updating and changing settings in our system to ensure that when we quote that job the next time, it will be profitable.

We can control our margins, costs, and how much we put into each job to cover shipping and warranties. We can use the material burden within

WeEstimate to factor in things like cost increases and more expensive parts that might need to be swapped in because of persisting COVID-related backorders. We can figure out what the number needs to be, account for it a little bit on every job, and make sure that we never have to punish our customers because of things that are totally out of our control. WeEstimate keeps us profitable.

Our company experienced a lot of changes since 2019, growing from 17 people in one office to 42 people in three offices. If I were to point to the one thing that has helped us to operate more profitably and efficiently, it's WeEstimate. It's not just being able to quote jobs at a profit. It's having accurate information that doesn't require double, triple, or quadruple entry. It's upselling different things that before we didn't even think about. It's streamlining how we onboard new people and train them. It's providing technicians with better information on the front end so they don't have to search for answers and keep up with paperwork. ***We could not have grown at the rate we have, and as profitably as we have, without WeSuite.***



**WeSuite** Growing Sales Strong

 [www.WeSuite.com](http://www.WeSuite.com)

 [info@wesuite.com](mailto:info@wesuite.com)  
[wesupport@wesuite.com](mailto:wesupport@wesuite.com)

 155 Lafayette Avenue  
White Plains, New York 10603

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