



# Prosecur Security USA



**Jim Fairbanks: Director, Sales and Support – Technology**

**Location:** Northeast, Southeast, South, and Central United States

**Description:** Holistic security services including systems integration, managed services, monitoring services, global risk, and cybersecurity

Prosecur is a world leader in the private security sector, providing advanced security and technology solutions for companies and individuals. Prosecur offers a range of security services, including technology integration, global risk assessment, cybersecurity, managed services, guarding services, security system monitoring, and more.

Jim Fairbanks, Director, Sales and Support - Technology for Prosecur Security USA, explains, *"In the U.S., we are growing aggressively and a constantly building up our sales organization. Empowering our employees with a consistent and efficient process for developing simple to complex proposals in a timely fashion for our clients has significantly increased our success rate. A strong proposal goes a long way toward making a positive first impression."*

**Enter WeSuite!**

### Prosecur needed:



Tools for estimating projects and generating professional proposals quickly and accurately



Expert-led guidance in establishing sales workflow best practices as the company grows its US operations



A practical method to mentor, coach, and educate salespeople on proper system design and engineering

## Write Winning Proposals

"To grow our U.S. operations, we needed a quoting solution up and running as quickly as possible. WeSuite has the process perfected. We were testing our deployment within 45 days of signing a contract. At 60 days, a small group of managers began using the system in a limited distribution for about a month. Soon after, we were ready to roll it out to 30 salespeople.

WeSuite is geared toward how security companies go to market. Everything gets calculated properly; the software fully accounts for our cost structure.

A number of add-on modules are available with WeEstimate, and we're leveraging several of them to support our sales model. We've invested in Test and Inspection and we'll soon be adding the Finance Lease module, because for hybrid security sales, it allows us to aggregate our various lines of business within a single proposal.

We often partner with general contractors, and the Quote to Contractor module allows us to create a single estimate for various entities with multiple pricing formats. We also have a couple of fixed contracts. The Fixed Contract Pricing Module generates proposal output and pricing specific to the audience.

WeEstimate gives us tremendous flexibility to accommodate different types of projects and clients. At the same time, it ensures that our proposals, contracts, and other documentation adhere to corporate branding guidelines and utilize standardized pricing and costing methodology. ***WeSuite's consistency in branding is the software's number one feature.***

## Establishing Best Practices

"One of the aspects I value most about working with WeSuite is how their team helps companies like us run our businesses better. Veterans of the security industry founded the company, and they possess a deep understanding of the best ways to do things; of how to apply best practices within a security sales environment.

WeSuite can be set up however the client wants. However, in my experience, clients who invite WeSuite to take the lead in building best practices into their system configuration will benefit tremendously in the long run. We've relied heavily on WeSuite's expertise, and the reaction here from management has been, 'Wow! This software is phenomenal! It does everything we want it to.'

For example, WeSuite is helping us mentor and coach salespeople on preparing a succinct Scope of Work document. The salesperson checks off a bunch of boxes, and the software does the rest. All the repetitive work is eliminated.

The Scope of Work is just one of the many elements available in the comprehensive proposal template our salespeople use. They use the template as a starting point and can add sections, delete sections, and customize documents like the standard cover letter. Formatting and branding are always preserved.

WeSuite has also influenced how we think about managing our parts database. This challenge is always the biggest nightmare for integrators. It would be much easier to manage the parts database through a monthly update in WeSuite. Once our internal team agrees on a clean and appropriate database, I hope to streamline parts management through WeSuite."



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WeEstimate gives us tremendous flexibility to

## Cultivating Talent

"Salespeople do a much better job estimating projects when they understand how parts, labor, and overhead affect margins and profitability. Before WeSuite, some of our salespeople had no real understanding of our cost structure for things like Project Management, Engineering, CAD support, material burdens, freight burdens, etc. With WeEstimate, all that information is baked into the system and visible while building quotes. There's minimal room for errors, and salespeople see how each element they include impacts other areas of the estimate and the entire project.

We currently require every proposal to undergo three reviews and approvals and use the Automated Approvals module. An engineering approval ensures all the parts, pieces, and costs align with the Scope of Work. A sales approval checks for presentation, pricing, and margin. It's mostly a business review. And then, there's an executive review. We may decide to limit this third review to just the largest projects, but for now, it applies equally to a \$50 and a million-dollar quote. You might expect all these reviews to slow us down in getting quotes out the door, but WeEstimate automates and streamlines the process and keeps everyone on track.

We review estimates during online meetings, during which we mentor and coach each salesperson. We'll often have the entire review team on the same call. We look at the estimate together within WeEstimate, and rather than just telling the sales guy what part numbers to use, we educate them on why we're making those changes. That way, they can explain the estimate to the client.

For new employees, we drive the application as we show them how to use it. For example, they might not understand why they should use separate folders for different parts of a project, or we need to help them adjust labor, change the contract length for a maintenance agreement, or add miscellaneous charges that tend to be overlooked. Selling security solutions is complicated, and there's much to learn. However, once they understand how to design a

system properly, using the software becomes intuitive. Pretty soon, they're doing it themselves while we watch. When everything is correct, we approve the estimate right then and there."

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***By providing automated structure to how we build estimates, fool-proof proposal templates that are custom-branded, and a platform that helps us nurture sales talent, WeEstimate has helped position Prosegur for success as we continue to grow our presence throughout the U.S. market.***

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[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