



Guardian Protection



David Errera: Director of Commercial/National Sales
Location: Operations centralized in Pittsburgh, PA, with offices and authorized dealers serving customers throughout the US
Description: National systems integrator, consistently ranked in the industry's top 10



Guardian Protection's A+ Rating from the Better Business Bureau and its many awards prove that a company built on a family-like culture, infused with a strong work ethic, and headed by financially driven leadership is a recipe for success.

David Errera, the company's Director of Commercial and National Sales, knows that companies ranked on top don't stay there by being complacent. They're always looking for ways to improve. **"It was important to us to standardize how we went to market with products and services, and to improve estimating and related cost-controls," Dave explains. "These are the main reasons why, in 2021, we invested in WeSuite."**

Guardian Protection Needed:



Quoting software to support a quickly growing, geographically dispersed team



Tools to guarantee quality and consistency of proposals



The ability to achieve accountability and transparency while pursuing profitability



The freedom to make strategic pivots in their business based on accurate data

Saying Goodbye to Excel

“Until WeSuite, our sales team was using Excel spreadsheets for quoting. The Excel estimating form did not integrate with our accounting database, and each sales consultant had their own way of presenting solutions to customers. We had no control over the files that were being emailed back and forth between sales consultant and client. Pricing was often out of date. Our method was cumbersome and inefficient. WeSuite solved these issues very quickly.

Getting everyone comfortable using WeSuite's centralized quoting platform was made much easier because the software is built for the security sales process. We didn't feel as though we were trying to put a round peg in a square hole. When we introduced it to our sales team, they related to how it worked.

Our company is expanding, rapidly adding employees. In fact, we recently completed another acquisition. ***As we transition new team members to Guardian processes, WeSuite is central to getting them acclimated.*** It defines our quoting practices, our approval processes, and how to present using our format. We can all log into the software and see the same things, which creates additional advantages.

For example, I'm located in Pittsburgh and the new salespeople are in other areas of the country. By leveraging WeSuite, I'm assured that all rules, approval reviews, and other ways we present and quote our solutions will remain consistent. In fact, today the only place a Guardian commercial salesperson can access a proposal is through WeSuite. The control factors are built in.”

Saying Hello to Quality and Consistency

“Our company's reputation is that we provide outstanding service and support for our customers. To reinforce this, we must present our solutions in a way that's a step above the

competition. ***The quality and consistency of our WeSuite proposal template makes a favorable impression, whether I'm introducing the company to a prospective customer or a new employee.***”

Driving Profitability and Customer Trust

“WeSuite gives us a more controlled manner of estimating. It lets us consider things like overhead, our burden rate, cost estimates, and other factors, and builds in some really smart calculations. It's clearly working. We just finished our fiscal year, during which we experienced record-breaking sales and our highest-ever gross margins in the Commercial Division.

Our average sale has also gone up dramatically. One of the reasons is that our proposals now inform customers of all the solutions and services we offer beyond what they are hiring us to do. We may be installing an intrusion system, but our proposal clarifies that we also provide video surveillance solutions, access control, fire detection, and more. It's a reminder to customers of the many ways we can help.

WeSuite has made it easy to pass along any rising costs related to the RMR services we offer. When we experience a price increase from a vendor, we can now make a simple change to the affected part or service. Ten seconds later, the adjustment appears in every relevant proposal moving forward.

It has also allowed us to be more transparent in quoting labor. We used to include one labor number that applied to a laundry list full of parts. Now, we dissect every product offering so there's more accountability when estimating. For example, if we're pulling wire, we can look for efficiencies because we are installing multiple technologies. And we have the flexibility to adjust labor rates impacted by regional pricing.”

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Freedom to Pivot

"If we've learned anything in the last three to four years, it's that market conditions are constantly evolving, and we need to be able to address the changes happening in our industry. Our executive team is using WeSuite to analyze our business in a far more detailed way than before. **WeSuite provides a managed, controlled environment that allows us to pivot our business based on what the data tells us.** Whether a service isn't profitable enough, a part is consistently backordered, a solution should be promoted more aggressively, or our Terms and Conditions require tightening, we can make the necessary adjustments simply by tweaking settings in WeSuite.

Software needs to be able to pivot, too, and just like our company, WeSuite is continually evolving to accommodate its clients' needs. That's very important because once you invest in sales software that's fundamental to how you go to market, you don't want to be reconsidering solutions five years down the road. With WeSuite, competence is already very high, and as we get more of our team on board using it, the benefits will continue to grow. It's a transparent form of communicating with our prospective customers while allowing us the control mechanisms to increase sales and expand our business intelligently and strategically."

WeSuite 
Growing Sales Strong



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