



Hunter Security



Scott Hunter: Vice President

Location: Daphne, Alabama

Description: Full-service provider of low-voltage security systems to commercial and residential customers within a 100-mile radius of its Gulf Coast headquarters.

WeSuite Helps Hunter Security Navigate a Changing Security Marketplace

Hunter Security opened for business in 1981 in Daphne, Alabama, a Gulf Coast community 11 miles east of Mobile, Alabama. Today, the company has close to 50 employees and its own in-house central station monitoring operation; most of its projects are sold with a monitoring contract. The company also installs network camera systems, access control gates, and, as Vice President Scott Hunter explains, "pretty much anything else in the low-voltage world."

Changing how a company runs is especially difficult when employees have been around for decades and are set in their ways. Such was the case at Hunter Security. Fortunately, under Scott's leadership, WeSuite's sales automation software has enabled the company to tighten its inventory management, improve its quoting process, and boost team efficiency. WeSuite has also helped Hunter's executive team quantify market trends and recognize the need for a mobile sales solution.

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WeSuite has really opened our eyes to ways we can improve our business, including how to support our sales team as market demand shifts away from residential alarm systems to home automation, commercial security, and small business opportunities.

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Hunter Security needed:



A sales solution that integrates with their financial ERP, Sedona Office



Faster turn-around of quotes and professionally branded proposals



A flexible sales tool that could expand and evolve along with its business

Reasons for Purchase

"We started using WeSuite in 2019 because we were having difficulty keeping track of our inventory. Whenever a salesperson sold something, our bookkeepers had to manually enter everything the salesperson had recorded on paper into our Sedona system. The process was inefficient, data entry errors would occur, and there was a time lag between when a sale happened and when we updated our database.

We heard about WeSuite at a SedonaOffice users conference and quickly signed on. With WeSuite's WeEstimate software, whenever a sale closes, the data flows seamlessly into Sedona. When we update our parts and pricing in Sedona, it automatically appears in WeEstimate. It's incredibly beneficial to have all of this done electronically.

The integration is also valuable because the security industry is constantly changing its offerings. It seems that between the time it takes to sell and install a camera, the manufacturer has introduced something new. With WeSuite's SedonaOffice integration, we can feel confident that as soon as we swap in a new part or model number, salespeople can quote it correctly.

Despite these benefits, it was hard to convince some of our veteran sales people to move away from the way they'd been operating for years. I finally laid down the law and said that I would no longer approve anything that didn't come through WeSuite. It didn't take long for them to realize that using WeEstimate was far superior to spending hours at their kitchen tables cranking out triplicate documents. They were amazed by how much the software elevated the appearance of our proposals and how quickly we could get them out the door, returned, and signed by customers. It's like night and day.

First impressions mean everything and our WeSuite-generated proposals look great; they

elevate the image of our business to the next level. I always tell our guys that it makes a bad impression if their trucks look messy, with fast food and trash inside. It says they don't care about their work. A proposal matters in the same way. It's an extension of our brand. WeSuite does a fantastic job of presenting our company in the most professional way.

Plus, I no longer have to chase after salespeople asking why we don't yet have a signed contract after they send out a proposal. We're using the electronic signature feature, and it's made closing so much easier."

Benefits Uncovered!

"Labor has always been an area where our salespeople struggle to quote accurately. When we lose money on a job, that's where it happens.

We're speaking with the WeSuite team about configuring our system to assign default values for the labor associated with specific parts and systems. These will provide a more reliable starting point from which our team can work.

However, even without that function set up yet, WeEstimate has helped us identify labor mistakes faster. WeEstimate requires salespeople to itemize labor clearly, so when we do the job costs, we see immediately where we went over, can figure out why, and learn from our mistakes.

For example, a new salesperson quoting a residential job might estimate a reasonable number of hours for pulling wire. However, when our technicians show up to install the system, they climb into the attic and discover 25 years of accumulated stuff that they have to work around. The time required instantly doubles or triples. WeSuite has helped bring situations like this to our attention. In this case, we've solved the problem by training new hires to thoroughly inspect attics, basements, or anywhere else we need to pull wires before they issue a quote.

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WeSuite's reporting has also helped me evaluate the productivity of our salespeople. In managing a department, I need to trust but verify. With WeSuite, I can click a button and see that Harold sent out 29 proposals this month and closed four of them. It shows me that our team is out there working."

An Evolving Solution

"One trend WeSuite's reporting helped us quantify was the degree to which our business was shifting away from residential. Just a few years ago, about 60% of our sales were residential, 40% small business and commercial installations. Today, it's closer to a 10/90 split. Residential customers are interested in smart home integrations where we install things like cameras and garage door openers, but the market for traditional alarm systems is disappearing much faster than we anticipated.

To respond to this trend, we've decided to invest in QuoteAnywhere. We need to give our salespeople the competitive advantage of working up a quote on the spot in front of the customer. We're not going to engage in pressure sales tactics, but we've come to realize that mobile sales tools that run on a tablet or Chromebook are a must in today's environment.

We're also going to start using WeSuite's Site Survey. Until now, we've used a different solution, but having WeEstimate, QuoteAnywhere, and the Site Survey in the same program makes it simple.

Another feature we are adding is automated commissions. I can't wait to get that up and running because I do all those calculations on a spreadsheet right now. I like that WeSuite offers different levels of packages, and we can modify our solution as we go along.

WeSuite has also been fantastic in helping us onboard new salespeople. We've recently had a bit of turnover, and I tell our new hires early on that their job is to watch three hours of training videos in WeSuite Academy. WeSuite has done a great job putting that program together.

It's so nice to find industry-specific software solutions. We've used other software platforms

that weren't designed for security companies. When we called for help, their people didn't understand our business. Whenever we have a question for people at WeSuite, they know what we're talking about, understand what RMR is within our industry, and are familiar with the parts and pieces we sell.

I can't imagine a security company that's our size or larger finding a sales management solution that works as well for them as WeSuite."

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