



Don "Tiger" Grove: Life Safety Professional

Location: Johnson City and Knoxville, Tennessee

Description: One of the largest family-owned security companies in Tennessee, providing commercial, small-business, and residential customers with security technology, central monitoring, and support services

WeSuite Helps Salespeople Work Better, Smarter, and Faster. *Just Ask Tiger!*

Tiger Grove has been in the security business for over 30 years as a technician, operations guy, salesperson, and sales manager. The last ten have been at Fleenor Security Systems, where he started as an installer and spent the past six in sales. Fleenor has been around for over 50 years and is still family-owned and operated.

"When I came on board, there were a bunch of salespeople who were set in their ways, doing things the way they always had," said Tiger. "They didn't know how to close a deal in one visit. I want to walk into a home, have a conversation, give a quote, and make a sale right now. I don't want to go back and talk about it."

Here's how Tiger helped change the corporate culture at Fleenor, demonstrating to his team how WeSuite could help deliver a 50%-60% close ratio for one-visit residential sales, plus make selling commercial jobs a whole lot easier.

"I'm all about doing things better, smarter, and faster. WeSuite let me be that guy."

Fleenor Security Systems needed:



A connected sales process and centralized sales management platform



Faster turn-around of quotes and professionally branded proposals



Tools to simplify quoting of complex commercial projects

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A Centralized, Paperless Platform

When the pandemic hit, all the salespeople were given laptops and the opportunity to work from home. WeSuite kept us all connected. I rarely go to the office anymore. With WeSuite, I can do all my paperwork and processing before or after hours, which gives me more time to sell during the peak sales hours during the day. In addition to WeEstimate, we use WeOpportunity to manage our leads. When the office creates a lead for us, I get an automated email with the information. Then, I can provide updates in the system when I talk to the customer. It keeps everyone in the loop. For example, the other day, I met with a customer who wanted something we couldn't provide cost-effectively. I put that into WeOpp with all my notes, and now everyone back at the office knows the status. We're not wasting time chasing a project that isn't going to happen.

Another benefit of WeSuite is that it's helped us become 100% paperless in our sales process. There used to be paperwork everywhere when we were printing everything out. But thanks to WeSuite, we don't do that anymore.

The Beauty of Folders

"I use WeEstimate's folder system all the time with commercial customers for a couple of reasons. Many of them want me to keep different systems separate from each other so they understand what each one costs. Then, they may decide to proceed with part of the project but put the rest on hold until they have more money.

What I'll do is make a copy of the job, and then in the original version I'll only keep what they want to do now and delete the rest. That's what they'll sign for. In the copied version, I'll just keep the systems we plan to sell in the future. The folder system keeps this all very organized. Best of all, I don't have to redo the quote when they're ready to proceed. I've got a record of what they wanted and, other than checking that

prices haven't changed, I can turn that future estimate around immediately."

Quoting RMR

"We sell RMR to residential and commercial customers. In WeEstimate, I can search for lines under either category when building a quote. For example, with commercial customers, I might add things like hosted access control, which has a monthly fee, and then indicate the number of doors, which have their own monthly licensing fees. Camera systems are similar. Sometimes, the customer will need a cellular communicator, which is also charged monthly. I have the choice to show each RMR item as a separate line on the quote, but I like to show it as one RMR amount so that customers don't ask why every service costs what it does. I can tell them that this is our RMR for all the services they're asking for, and they're usually good with that."

Polished Proposals

"When I email a customer a proposal I've created in WeSuite, it looks good – like we've been doing this for over 50 years!

Our proposals have a cover page with our logo, proposal number, the name of the customer, the project, and the customer's contact information. The second page talks about our services, and I get to pick and choose what I want to include. The third page is usually a scope of work. Depending on the size of the job and scope of

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work, I'll include the investment right underneath that, or I'll create a last page or section where they can see all the money. I have a lot of pre-written verbiage for writing the scope of work. I have about 15 different pre-written paragraphs, and I cut and paste them into the document in WeEstimate. The software wraps it all up nice and pretty, and that's what's sent to the client electronically. It's branded; it looks polished.

If it's a job I haven't closed onsite, I usually get an email within a day or two saying 'let's do it.' And then I don't have to go back to pick it up the contract. The customer can send it back using the DocuSign feature within WeEstimate."

Single Visit Quote and Close

"Single visit quoting isn't just for residential customers. There are a lot of small business opportunities with easy-to-install camera systems and regular security systems. I can close those as one-time deals, too.

Right now, I'm using WeEstimate to quote and close those jobs. We've put together packages that include the first two or three doors and a motion detector, and then we have add-on pricing for extra devices. I have a pricing sheet, so I know what everything costs, and I present a handwritten contract while onsite. Then, I quickly go back to the office or my home office, build it in WeSuite, post it, and it's done.

We're just about to start using QuoteAnywhere and that will be a game-changer. I will be able to build the quote on my tablet, get the customer to sign right there on my screen, and submit it. I'm super excited for that."

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"I'm all about change, and WeSuite keeps giving us improved tools to perform as top salespeople. I'm can't wait to see what comes next!"

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WeSuite 
Growing Sales Strong



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