



Crime Prevention Security Systems (CPSS)



Interviewees: Jorgia Wooten, Owner and VP of Development
Joshua Hochberger, Sales Director
Terry Huston, Sales Support

Location: Orlando, Gainesville, and Jacksonville, Florida

Description: Family-owned and operated company serving its metro communities with commercial security, fire protection, home security, home entertainment, and home automation technologies and services.



Building a Foundation for Next-Generation Growth

Over the past five decades, CPSS has expanded from a mom-and-pop home security start-up to a highly successful 50-person, three-office organization that manages complex commercial projects, operates its own monitoring station, and runs a profitable custom home entertainment division. Second-generation owner Jorgia Wooten grew up watching her parents build the business and started pitching in as a teenager. Eventually, she worked in every department. “It was an amazing education,” she says.

With that unique perspective, Wooten is now focused on setting the strategy and tone for the company’s future under her leadership. **“As we’ve grown, our systems and processes supporting sales and operations didn’t always grow with us,” she explains. She could see where efforts were being duplicated, hand-offs were inefficient, and consistency was lacking. Those challenges ultimately led CPSS to implement WeSuite.**



A centralized platform to share customer & project data and eliminate redundancies



Greater consistency across salespeople and workflows



Quoting tools that can accommodate the unique nature of security sales



A scalable foundation for future growth and onboarding

Starting with Sales

CPSS isn't new to leveraging business software, but until recently, the tools they were using – in Wooten's words – were "all over the place." Rather than try to replace every system at once, she decided to start by finding a sales management solution that supports the way the company actually operates. **"Many platforms can run recurring billing or build a project, but to have all the tools for our sales team, the structure to be able to collect the right data, and to understand exactly what to do with it – that is so important in our industry,"** she says.

Having tried other generic quoting tools without success, Wooten knew the company needed a solution purpose-built for security integrators. She first learned about WeSuite through fellow members of the AIN Group who were already using the platform and spoke highly of their experiences.

She was sold. Within six months of signing a contract, the company went live with WeSuite on January 1, 2026, meeting its implementation timeline. "WeSuite was Step One for us," says Wooten. Next, she plans to invest in Odoo – an ERP solution that integrates with WeSuite. For Wooten, deciding to begin with sales was easy; it's where customer and project information first enters the organization and therefore the logical place to establish consistency and eliminate duplication.

"Our sales consultants can now consolidate the prospect information in one place, and that's the same place where they ultimately create the proposal. We're eliminating redundant information. And once we have Odoo up and running, we expect data to flow seamlessly between the two platforms, eliminating additional manual entry points."

A Company-Wide Solution

Although CPSS has approximately 10 salespeople, the company maintains 26 WeSuite user accounts. **That's because, as a lead-quote-close platform, it plays a role far beyond creating proposals.** Receptionists, sales engineers, project coordinators, and managers all rely on WeSuite to access and share information.

"Everyone in our office who answers phones has access to WeSuite, so if they take a call for a sales lead, they can enter it into the software and get it assigned to a salesperson right away," says Terry Huston. "Larger opportunities are reviewed by engineers. Managers need the ability to pull up information on a moment's notice, as well as monitor activity and track performance." WeSuite data keeps the entire team in sync.

The value extends beyond the sales win. "Our sales support team takes the signed proposal and turns it into a project, so our technicians can go out there with all the right equipment and do all the things we told our customer we would do," says Huston, who heads up Sales Support. WeSuite ensures that hand-off occurs with complete and accurate information. Scheduling teams and technicians have access to site surveys, BOMs, notes, scopes of work, and any other documentation they might need.

Supporting Projects of Every Size

As the CPSS business has matured, the variety and complexity of projects it manages have grown significantly. Sales Director, Joshua Hochberger, says WeSuite offers all the flexibility his team needs. "WeSuite can keep scaling, no matter how large our projects get. You can do a simple takeover of an alarm system with a single battery and one recurring line item. Or, you can do a project that's \$70,000-plus for a new construction gate entry system." But regardless of project size,

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the sales team follows the same process for building proposals, calculating labor, documenting requirements, and presenting information to customers.

He also credits WeSuite with helping salespeople create more organized and professional proposals. By using folders and subfolders to group related systems and services, CPSS can present complex projects in a way that is easier for customers to understand. **“When we show our customers a proposal prepared in WeSuite, they give us great feedback. They appreciate being able to see exactly what they’re getting instead of just looking at a laundry list of parts and one big number.”**

Aligning the Team Around Best Practices

Introducing new software that encourages consistency is one thing. Getting experienced salespeople to change long-established habits is another.

“Our most experienced sales consultants have been creating proposals in the same way for decades. For some, adjusting to a new platform was challenging,” says Wooten.

To support the transition, the software was configured to require management approval of every proposal. The additional oversight helped ensure estimates were built correctly while employees mastered the new system. “We’ve been able to back off those restrictions a little at a time as we’re seeing them become more comfortable,” Wooten explains.

The result is greater consistency across the organization. Standardized labor calculations, recurring revenue items, pricing, and proposal formats ensure customers receive the same professional experience regardless of which salesperson they work with.

For Wooten, that’s one of the most important benefits of the implementation. As CPSS continues to grow, having technology that supports the established sales process will make onboarding new employees much faster and easier.

Wooten also credits the WeSuite team with bringing valuable industry perspective to how the sales workflows should operate moving forward. “There

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were settings I wanted to apply on a global level,” she says, “and previous software didn’t allow me to standardize the way I wanted to,” she says. “WeSuite understands the challenges we wanted to solve and helped our company think through how to best configure the platform to support our goals.”

For example, one recommendation was to move required contract information upstream in the sales process. Rather than asking customers to complete additional fields in DocuSign during contract signing, salespeople now enter that information directly into WeSuite, which automatically populates the contract. “DocuSign isn’t easy to work with,” adds Huston, whose team is responsible for preparing, sending out, and receiving signed contracts. “It was a way to simultaneously improve our efficiency and the customer experience.”

Looking Ahead

As of this writing, CPSS has been using WeSuite for less than a year, but it is already laying the groundwork for the company’s long-term growth strategy. It has refined and standardized how the company handles lead management, pricing, internal approvals, proposal generation, and project hand-off, but they’re early in their journey. “We’re still learning,” says Wooten. **“Having access to a platform designed around the realities of our business is huge. We’re still scratching the surface.”**

Commission tracking and contract pricing are among the many software automation features the CPSS team plans to soon leverage. They are also keeping a close eye on new capabilities, like Selena AI, which Wooten finds intriguing.

As Wooten prepares CPSS for the next phase of growth, WeSuite is helping transform decades of institutional knowledge into consistent, scalable processes that will support the business for years to come. **"It's put us into a growth mode. The amount of time it saves for my sales team...it means we're able to get more face-to-face time with our customers and provide security solutions to improve the lives of more families and more businesses in our region."**



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