NOTIFIER®
by Honeywell

Advanced Detection
Sales Playbook



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Whether you're a seasoned veteran who's been selling fire protection systems for years or you're just starting out in the world of life safety technology, you may have some questions about the most effective way to sell Advanced Detection systems and devices.

The goals of this Sales Playbook are to help you:

- Understand what is available from NOTIFIER for Advanced Detection and what the best applications are for each solution
- Know how to sell the value of Advanced Detection in terms your customers will understand
- Identify when and how to use Advanced Detection as a specifiable item
- Become the expert in Advanced Detection and improve your comfort level in discussing the offering with customers
- Leverage the superior position of NOTIFIER and the best lineup of Advanced Detection solutions in the industry



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The Playbook is designed to answer many questions about how to sell NOTIFIER's Advanced Detection products. It's a helpful guide with "best practice" tips, a resource for applications and case studies—and a whole lot more.

How do I indentify prospective customers for Advanced Detection?

Throughout the Playbook, we identify vertical markets and types of customers who could benefit from NOTIFIER's **Advanced Detection (AD) offerings**. Then we draw the connections between those customers and key sales levers, decision makers and cost mitigation factors—all to help you better understand which of your customers are strong sales prospects. In reality, every one of your customers has an application for some form of Advanced Detection.

The **Advanced Detection Value Proposition** explains the features of our AD products and, more importantly, the benefits they can offer to your customers. The **Case Studies** show these benefits in action for a wide range of NOTIFIER customers.

Why do my customers need Advanced Detection technologies?

Can I make a compelling case for specific vertical markets?

Advanced Detection delivers solid ROI in special environments, but the benefits go well beyond that. We'll share market-specific opportunities for healthcare, education, hospitality, manufact-uring and other vertical markets.



When it matters most, trust NOTIFIER.

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The **Solutions Matrix** offers examples of AD solutions for new construction, existing sites and upgrades. The **Product Descriptions** present the facts and the real-world benefits of each of the highlighted AD devices.

How detailed and specific can I get?

What's the best way to begin a conversation about Advanced Detection?

Our **Elevator Speech** is a 5-minute tour of the Who, What, How and Why of Advanced Detection—one that can help you start a conversation any time, anywhere.

The **Reference** section includes an opportunity checklist, application guides, brochures and datasheets that can help you plan and execute an effective sales strategy for Advanced Detection products.

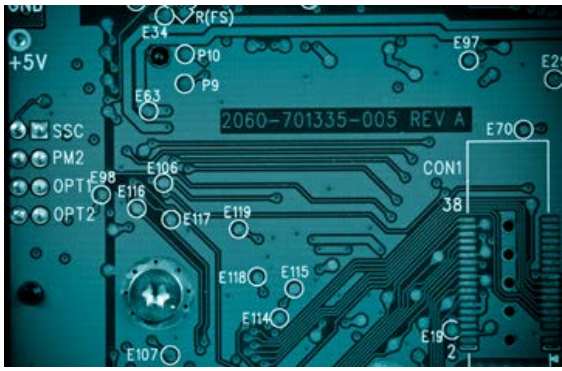
Where can I find technical information and other Advanced Detection resources?

We created this guide to help you effectively market and sell NOTIFIER Advanced Detection products and services to architects, engineers, end-users and others who need to know how these specialty detectors can help save lives and protect property.



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Advanced Detection is far more than merely specialty equipment, sensitive detectors or early warning. It's a core competency and a critical part of NOTIFIER's life safety legacy. Our deep commitment and robust support structure can help you develop unsurpassed customer relationships. This is an opportunity to fundamentally alter the competitive playing field.



Success in this market requires unequalled technology and manufacturing, of course, but it also requires that you effectively communicate the value of our Advanced Detection offerings to a wide range of stakeholders and decision makers. Learning how to handle objections of added cost in the beginning stages of a project when using Advanced Detection will be an important part of the process. That means educating customers and helping them to understand the risks involved with downtime, loss of data, and negative publicity—all of which can be avoided with Advanced Detection.

Please review the summary of key elements of our Advanced Detection portfolio listed here. You should be comfortable describing these elements with architects, engineers and end users. Throughout the Playbook you'll see that we emphasize the importance of relating all Advanced Detection benefits to your customers' specific needs as part of your sales efforts—and doing so in language that resonates with each audience you address.

- **High Sensitivity Smoke Detection**
- **Multi-Criteria Sensing Technology**
- **Elimination of Nuisance Alarms**
- **Detection in Challenging Environments and Large Open Spaces**
- **System Engineering** to deliver advanced detection with low lifetime ownership costs
- **Device Communication Options** that eliminate the costs of added hardware and software
- **Support Software**
- **Strong Corporate Backing** from the world leader in fire safety and detection, with extensive resources and a large investment in R&D

You should always be prepared to deliver a short, powerful description of NOTIFIER's Advanced Detection offerings. Here are some suggested paragraphs.

WHO

For over 60 years, NOTIFIER has been a leader in the fire alarm industry. Today, we are the largest manufacturer of engineered fire alarm systems with over 400 distributors worldwide and regional support operations on every continent, providing the support and flexibility your business needs. NOTIFIER and its distributors have earned our customers' trust as a leading provider of fire, voice evacuation, life safety and gas detection systems. We lead the way with specialty detectors for every application, including our family of Advanced Detection products.

WHAT

NOTIFIER's Advanced Detection technology protects people, property and business continuity in sensitive and challenging environments while maximizing response time, stability and reliability.

Advanced Detection is comprised of two key elements: a set of complex software algorithms found in all ONYX Series fire alarm panels and a suite of advanced, specialty detectors. When used together, these elements extend Intelligent Sensing capabilities far beyond typical spot-type smoke or gas detection. From mission-critical applications where even a trace amount of undetected smoke is unacceptable to environments where the presence of dust, moisture or theater smoke is the norm, NOTIFIER Advanced Detection is the answer.



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HOW

Advanced Detection capabilities can be integrated as part of a total NOTIFIER solution or added to existing fire alarm systems to deliver a comprehensive life safety strategy that meets any customer's needs. Your facility is safer with NOTIFIER's highly engineered detection technology and advanced algorithms.

WHY

NOTIFIER has always been an innovator in life safety technology for the real world. That means protecting people and assets in every environment, whether it's a hospital operating room, a computer room, or a dirty, noisy manufacturing plant. It's also why we've developed detectors that are 100 times more sensitive than traditional spot detectors, as well as detectors that analyze and adjust to changing ambient conditions to ensure stability for normal operations while still identifying an actual fire condition quickly. That's what practical life safety protection is all about.

The next few pages offer marketing and value positioning language that you can use in your verbal and written communications with customers, including proposals. Consider your customer's experiences, perspectives and core needs as you select and edit the pieces you feel will be most effective.

NOTIFIER: The Voice of Experience

NOTIFIER continuously develops new technologies that improve fire and life safety. This has been our unwavering commitment for more than 60 years. Few companies can claim as many decades of experience designing and manufacturing the industry's most advanced fire alarm systems– equipment that in many cases far exceeds national and international Specifications and Code requirements.

Our Advanced Detection solutions address specialty fire protection needs for commercial sleeping spaces, harsh environments, cultural and historic buildings, and other challenging environments in which only the most advanced, most sensitive and smartest technology will do. All Advanced Detection products are directly integrated with NOTIFIER fire alarm systems.



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IntelliQuad™ / IntelliQuad Plus™ Detectors

IntelliQuad is an intelligent, multi-criteria detector capable of sensing all four major signatures of a fire: smoke, heat, infrared light and carbon monoxide (CO). IntelliQuad Plus adds the ability to send a discreet carbon monoxide alarm signal to the fire panel and meets the UL standard for system-connected life safety carbon monoxide monitoring. Although these detectors may cost more than a typical single-function detector, they can actually save money overall on many installations by lowering labor costs and requiring fewer devices. IntelliQuad's sophisticated, on-board algorithms continuously evaluate readings from its four built-in sensors and more accurately respond to actual fires while increasing immunity to false alarms. IntelliQuad can help prevent costly disruptions and operate in areas where traditional detection will not perform correctly. From hotel rooms to industrial installations, IntelliQuad's six sensitivity levels meet any need for early, accurate detection with confirmation of a true fire condition before alarming. As stated earlier, IntelliQuad Plus provides the added protection of independent carbon monoxide detection for installations where such monitoring is required.



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Acclimate Plus™



The Acclimate Plus is a self-optimizing heat and smoke detector that combines thermal and photoelectric technologies into a single device. It constantly monitors ambient heat and particulate conditions, adjusting sensitivity parameters and alarm thresholds automatically in virtually any environment to maximize detection across a broad range of fire types while minimizing false alarms. While not as sophisticated as IntelliQuad, the Acclimate Plus can often provide a more affordable solution for some applications. In addition, with UL listings for both smoke and heat detection, the Acclimate Plus can be effective in separating a local pre-alarm message for smoke from a general evacuation alarm condition for heat.

VIEW™ Detector



VIEW (Very Intelligent Early Warning) is a high-sensitivity spot-type smoke detector that's programmable to be up to 100 times more sensitive than standard photoelectric smoke detectors. VIEW is ideal for critical applications, such as data centers, where even a trace of undetected smoke is unacceptable or where high air flows can make traditional smoke detectors ineffective. VIEW can also provide point detection of smoke, allowing personnel to quickly pinpoint an incipient fire's location and limit damage. Coupled with an appropriate NOTIFIER fire panel, VIEW can consider readings from adjacent sensors to provide even faster detection of fires.

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Intelligent FAAST™ Aspirating Smoke Detector

Intelligent FAAST Aspirating smoke detectors use a fan and pipe network to draw air into a highly sensitive sensing chamber. Intelligent FAAST offers the flexibility of five fully programmable alarm levels, coverage of up to 8,000 square feet, and a network of pipes that can be tailored to the environment.

Intelligent FAAST employs a three stage filtration process, comprised of a patented particle separator, a 30-micron filter, and Dual Vision sensing technology, to ensure that nuisance particulate is eliminated and only smoke raises an alarm.

Intelligent FAAST connects directly to the NOTIFIER panel, providing seamless communication with other devices on the detection loop. It also offers the benefit of easy communications with an onboard Ethernet port and web server for remote and local monitoring and email event notification.

With these unique capabilities, aspirating detection isn't only for mission critical applications. Intelligent FAAST can be used to solve a variety of problems where standard detection is challenging or not possible—including harsh environments, temperature extremes, prisons, large open areas and high airflow areas.



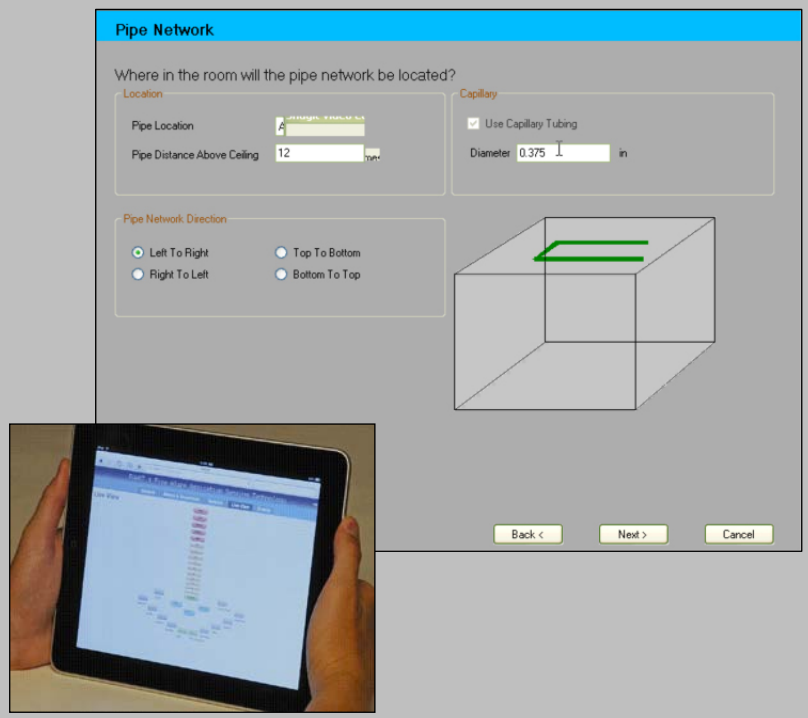
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Reflected Beam Smoke Detectors

NOTIFIER intelligent, addressable reflected beam smoke detectors protect open areas with high and sloping ceilings, and wide-open areas, where spot-type smoke detectors are difficult to install and maintain. Ideal applications are atriums, cathedral ceilings, aircraft hangars, warehouses, sporting arenas, concert halls and enclosed parking facilities.

Value-Added Software and Services



NOTIFIER delivers exceptional support software and value-added tools for Advanced Detection products like PipeIQ, the PC software that supports the Intelligent FAAST detector. PipeIQ guides system designers through pipe layout and system optimization, as well as enables remote and local monitoring of Intelligent FAAST devices. We also offer support services including a dedicated design team to layout systems with Advanced Detection devices to ensure proper placement and application. On-site certification training for Intelligent FAAST is offered to provide you, your customer and AHJ the information you need to design, install, commission and approve a system.

Healthcare

NOTIFIER Advanced Detection products deliver fire and life safety solutions for a full range of health care environments, including common hospital applications such as patient rooms, surgery rooms, common areas, nurses' stations, kitchens, cafeterias and server rooms. All products offer industry leading false alarm immunity and protection for patients, visitors, staff and expensive equipment, while reducing installation, testing, maintenance and energy costs.



IntelliQuad™

IntelliQuad detectors provide the highest level of nuisance immunity, which can be important in healthcare facilities, especially those in which the life safety functions of the facility are paramount. The financial and life safety costs associated with disrupting medical testing, surgeries, and the relocation of patients due to a nuisance alarm can be significant. They have also been used in very specific areas of hospitals such as equipment sterilization rooms where the release of steam can challenge a typical single sensor detector.



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Healthcare



Case Study: Texas Children's Hospital

Texas Children's Hospital recently added a new high-rise facility to its Houston campus. The facility has two towers, one fifteen stories and one six stories, which are connected at the base.

The hospital wanted to affordably mitigate intrusive nuisance alarms. An existing NOTIFIER system throughout the rest of the complex helped the local ESD get their foot in the door. They recommended Acclimate Plus for the standard patient rooms due to their self-regulating nature. In rooms where aerosolizing treatments would be used, the ESD specified IntelliQuad detectors. "The main goal is to reduce false alarms and the other is to increase speed of response," explains FireTron's VP of Sales and Marketing, Bob Kaczmarek. "You don't want that to happen in a hospital unless it's the real deal – unless you know for certain that there's a fire. And then they always want to know where the fire is, the actual physical location." By leveraging cost-effective advanced detection solutions, this ESD was able to win the job and meet the customer's needs.



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Healthcare



Intelligent FAAST™

On-campus data centers and MRI rooms are two applications within the healthcare vertical where Intelligent FAAST provides tremendous value. In on-campus data centers, Intelligent FAAST's high sensitivity can provide warning of incipient smoke—up to 30 minutes before an actual fire event—to address potential issues or enable server change over to protect valuable medical data and patient records.
MRI rooms are problematic for spot detectors due to the electromagnetic frequency generated by MRI machines. In addition, the power and communication signaling of the smoke detector can interfere with the scanned image of these very sensitive medical devices. Intelligent FAAST can be mounted outside of the MRI room with its pipes running into the area, avoiding interference from EMF.



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Healthcare



Case Study: Cancer Treatment Centers of America

A recent fire and electrical outage at a West Coast data center disrupted three hospitals' access to the Internet, phone and pager service, and electronic medical records for a four and a half hour period. During that time, new records had to be taken manually as redundant systems allowed only reading of medical records—resulting in duplication of labor and loss of productivity.

FAAST was installed in the on-campus data center of Cancer Treatment Center of America's Phoenix location. The hospital required Very Early Warning fire protection of its data center to protect patient records and ensure system uptime.

With FAAST, the hospital receives the earliest notification of a potential issue in its data center, allowing time and flexibility to respond and address any threat before damage and downtime occur.



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Healthcare



Acclimate Plus™

Acclimate Plus Detectors automatically adjust to ambient conditions to reduce nuisance alarms in applications where usage or conditions change. This is especially common in healthcare facilities, with a changing population and frequent cleaning and maintenance operations.



Reflected Beam Detector

Many large hospitals have open atriums that are difficult to protect with traditional spot detection. Due to the open nature of these spaces, installation and access for testing make spot detection impractical. In addition, spot detectors would likely intrude on the aesthetics of these soaring spaces. Finally, the effects of stratification can make it difficult to properly locate detection where it is best suited. Stratification occurs when a warm layer of air near the ceiling of a protected space prevents smoke from rising, causing the smoke plume to settle somewhere below the ceiling surface. Reflected beam smoke detectors can address these issues by being mounted at the perimeter and at multiple levels to address the effects of stratification.



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Education

NOTIFIER Advanced Detection products deliver solutions for every school and campus environment, especially challenging applications common to education facilities, such as indoor and outdoor campus environments, gymnasiums, auditoriums, lecture halls, kitchens, cafeterias and laboratories. Advanced Detection products provide industry leading false alarm immunity and protection for students, staff and property, while enabling your customers to reduce their installation, testing, maintenance, and energy costs.



IntelliQuad™ and IntelliQuad™ Plus

Shop rooms, labs, and even locker rooms can present conditions that can trigger nuisance alarms, which result in unnecessary evacuations, interrupting the school day and requiring a costly fire response. In many schools, the auditorium or gymnasium may be used to host performances or dances using theatre smoke that would create nuisance alarms with standard detection technologies. Classroom laboratories may also produce events that would challenge a standard smoke detector. NOTIFIER's IntelliQuad Advanced Multi-Criteria Detector meets the needs of these challenging applications by combining industry-leading nuisance rejection with state-of-the-art fire and smoke detection. With it's system-connected CO monitoring, IntelliQuad Plus is the ideal solution in boiler rooms, near parking areas, or wherever carbon monoxide may be a threat.



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Education



Acclimate Plus™

Acclimate Plus™ intelligent smoke detectors are ideal for several types of school applications. The low-profile design works in almost any school environment. Acclimate Plus detectors automatically adjust to ambient conditions – perfect for applications where usage or conditions change throughout the day or seasonally. Picture the hallway in a typical high school. Between class periods, the hall is filled with students moving from classrooms to lockers and back, stirring up dirt and debris. This scenario lends itself to a lower sensitivity level to prevent nuisance alarms. In addition, there are more than enough people present to detect a fire. During classes, the hallways are relatively calm and may benefit from a higher sensitivity setting to more quickly detect a fire. The adaptive nature of Acclimate plus is ideally suited to just this type of situation.



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Education



Beam Detector

NOTIFIER's reflected beam smoke detector is a perfect solution for tough-to-cover, open-area and high-ceiling applications, such as gymnasiums and auditoriums. With only one device to wire, a digital alignment display and built-in testing capabilities, this single-ended solution saves time and money on installation, testing, and maintenance. One reflected beam smoke detector can take the place of nearly 20 spot type smoke detectors. In an application like a school gymnasium, the detector can be mounted on end walls where they are less susceptible to damage from flying basketballs and other sporting activities. To make maintenance and testing easier, the detectors can be tested remotely from the NOTIFIER panel or via a wall mounted accessory, eliminating the need to use ladders or personnel lifts.

Case Study: Chief Sealth and Hamilton Schools

The Chief Sealth and Hamilton schools project in Seattle included the renovation of a 230,000 square-foot school with high architectural value. The school already had a NOTIFIER/System Sensor fire system that had been periodically upgraded over the years. NOTIFIER won the renovation project because of their history with the site, backwards compatibility, and their ability to protect some unique spaces. The school includes several areas with high ceilings, and the architectural detail on the ceilings prohibited the use of ceiling-mounted detectors. The NOTIFIER ESD used beam detectors to protect these spaces while preserving the architectural integrity of the building.



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Mission Critical



Mission Critical applications encompass any facility which can quantify downtime in the thousands of dollars per minute.

For example, a 2013 report by the Aberdeen Group indicates the average loss for a small business is $8,600 per hour of downtime and for a large organization the average costs are more than $686,000 per hour of downtime.

Mission Critical applications are not limited to data centers, however. Other facilities such as: clean rooms, semiconductor fabrication plants, laboratories, telecommunication switching facilities, and process control rooms are also considered Mission Critical. NOTIFIER Advanced Detection products are specifically designed to keep these types of applications up and running, ensuring that productivity is not lost to downtime caused by nuisance alarms and also providing ample response time to deal with potential issues before real problems arise.



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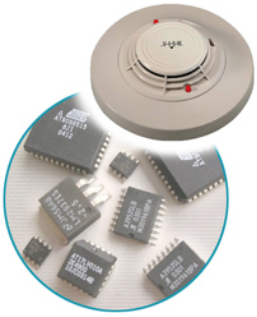
Mission Critical



Intelligent FAAST™ Aspirating Detector

With a listed sensitivity of up to 0.00046%/ft obscuration, Intelligent FAAST is capable of providing Very Early Warning Fire Detection as required by NFPA 76—required by specification in many mission critical environments.

Intelligent FAAST's fully customizable alarm levels allows end users the earliest notification of smoke, enabling them to respond first—before damage and downtime can occur.



View™ Detector

VIEW Laser is a super-sensitive spot-type smoke detector that’s programmable to be up to 100 times more sensitive than standard photoelectric smoke detectors. VIEW is ideal for these mission critical applications where even a trace of undetected smoke is unacceptable or where high air flows can make traditional smoke detectors ineffective. VIEW can also provide point detection of smoke, allowing personnel to quickly pinpoint an incipient fire's location and limit damage.



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Mission Critical



Case Study: eBay

eBay's data center in South Jordan, Utah consists of a 240,000 square foot building housing three 20,000 square foot data center halls. The total asset value of the facility is estimated at $287 million.

The local ESD was able to satisfy eBay's need for a highly redundant, very early warning system with no more than 50 percent capacity per loop. According to Boyd Ferrin, general manager for Mountain Alarm, the capacity and redundancy requirements made for some very challenging panel programming. "With numerous designated pre-action zones, we had to make sure that if something happened in those areas, there was redundant protection and confirm that the formulas and calculations were accurate and written correctly in the programming – let alone the vast number of very early warning detectors used." The laser detector's capability combined with the programming power of the NFS2-3030 panel ultimately helped this ESD to win the project.



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Mission Critical



Case Study: Cyber Innovations

The Cyber Innovations Center in Bossier City, Louisiana, incorporated FAAST in its overall asset protection strategy. FAAST protects the data center, which uses a high airflow cold aisle strategy to cool their server racks, requiring the Cyber Innovations Center to implement Very Early Warning detection technology. FAAST is used as the first stage in a double interlock suppression strategy, allowing more time to respond to any issue before a suppression discharge.

The project manager described FAAST as "...a clear choice from the onset. The ease of installation, the features and functions of the system, user-friendliness for the end user, simple to understand, and low maintenance are all factors that not only fit the installation, but set FAAST apart."



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Commercial Sleeping Spaces



NOTIFIER's primary detector solution for commercial sleeping spaces is the IntelliQuad Plus™ Advanced Multi-Criteria Fire/CO Detector, which meets the needs of these challenging applications by combining the highest levels of fire sensitivity in a multifunction detector that minimizes false alarms triggered by deceptive phenomena. A separate signal for life safety CO detection adds to the protection capability of this device. When used together with our addressable sounder base you can replace as many as four separate devices, saving up to 50% on installed costs, for a cleaner and more efficient installation.

While not as sophisticated as IntelliQuad, the Acclimate Plus can often provide a more affordable solution. The advanced algorithms in the Acclimate Plus provide superior nuisance immunity when compared to a standard photo-electric smoke detector. In addition, with UL listings for both smoke and heat detection, the Acclimate Plus can be effective in separating a local, pre-alarm condition from a general evacuation alarm condition.



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Commercial Sleeping Spaces



Hotel Rooms & Apartments

The multi-criteria nature of IntelliQuad Plus detectors help prevent false alarms by distinguishing a real fire condition from nuisance sources like shower steam or food burned by an in-room microwave. And with integrated carbon monoxide detection, a solution like this lowers the system's installed cost and results in fewer devices on the wall. Acclimate Plus offers a lower cost solution, especially for situations where CO detection is not required. When combined with the B200S addressable sounder base the installed cost and number of devices is reduced significantly. The B200S sounder base supports local alarms sent to other sounder bases in the unit when a single detector senses smoke or fire.



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Commercial Sleeping Spaces

Case Study: OUT NYC

THE OUT NYC hotel is a new complex that includes 105 hotel rooms, a spa, restaurant, wellness center, and a 14,000 square-foot night club. The building owners were faced with new local code regulations along with several challenging spaces to protect. They partnered with their NOTIFIER ESD to design a system that would meet their needs and the new codes.

In the hotel rooms, in-unit appliances were capable of generating CO. Local NYC code requires centrally monitored CO detectors in each unit. The ESD chose IntelliQuad Plus to meet code and addressable sounder bases to simplify local/general alarm programming while providing minimal aesthetic impact in this upscale hotel. Smoke machines used in the night club initially forced evacuations. The photoelectric detectors originally installed were replaced with IntelliQuad detectors, eliminating nuisance alarms.



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Commercial Sleeping Spaces



Dormitories

As in other applications, IntelliQuad Plus minimizes false alarms in dorms by recognizing the difference between nuisance sources and actual fire conditions. In a dormitory environment, it is common for light cooking or shower steam from adjoining bathrooms to create nuisance alarms in these types of spaces. Responding to these nuisance alarms can cost more than $2000/year per building. IntelliQuad Plus's integrated carbon monoxide detector reduces the system's installed cost and offers better aesthetics versus separate fire and CO detectors. Acclimate Plus offers a lower cost solution, especially for situations where CO detection is not required. Acclimate Plus's separate heat and smoke listings can be particularly useful in dormitories where nuisance alarms are common.

Hospital Rooms

IntelliQuad Plus™ Detectors prevent false alarms from shower steam or aerosol cleaners. Integrated carbon monoxide detection lowers the system's installed cost and results in fewer devices on the wall. Acclimate Plus offers a lower cost solution, especially for situations where CO detection is not required.
Spot detectors combined with the B200S sounder base limit installation costs as well as the wall space required for sensing and alarm devices. Alternatively, the alarm notification can be tied back to a central nurse's station to prevent unnecessary panic on the part of the patients.



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Commercial Sleeping Spaces



Assisted Living Facilities

IntelliQuad Plus™ Detectors help prevent false alarms by differentiating nuisance sources such as harmless kitchen incidents from actual alarm conditions. This is critically important in assisted living facilities where evacuating residents can be challenging and carries safety risks of its own. IntelliQuad Plus's integrated carbon monoxide detection reduces your customers' installed costs, requires fewer devices and can be combined with the B200S sounder base, which can signal multiple units when a single detector senses smoke or fire. Acclimate Plus offers a lower cost solution, especially for situations where CO detection is not required.

Case Study: Brighton Bay

Brighton Bay is a 185-apartment complex geared toward seniors. They pride themselves on minimizing concerns about wellbeing, both for their residents and their loved ones. Brian Gottal, Executive Director of the complex, defines 'wellbeing' as "'freedom of choice and peace of mind.' Personal safety is a large part of peace of mind."

They were looking for the highest performing detection solution that would minimize evacuations and nuisance alarms. The ESD recommended IntelliQuad detectors and System Sensor sounder bases. The detectors helped to minimize nuisance alarms while providing fast response to real incidents, while the sounder bases minimized evacuations by making it easy to program local and general alarm events.



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Harsh Environments



NOTIFIER's primary detector solution for protecting harsh environments is the ONYX system with Intelligent FAAST™ Fire Alarm Aspiration Sensing Technology. Typical facilities that call for Advanced Detection equipment include cold storage facilities, chemical plants, some types of manufacturing operations and refineries—any environment that might generate dust, airborne particles or other deceptive conditions as part of their normal operations. A complete system may include a wide range of detectors and other technologies in addition to Advanced Detection products. We focus on Intelligent FAAST aspirating and reflected beam technology in this section, their stability in the face of nuisance conditions and how you can explain their benefits to architects, engineers, facility managers and building owners.

Cold Storage

One of the most difficult environments to protect from fire and smoke damage is a cold storage facility. Very often, due to the low temperatures, the normal UL listings for many traditional detection devices prohibit them from being used in cold storage facilities, but this does not mean that these environment cannot be protected.

The Intelligent FAAST aspirating smoke detector is well-suited to hot, cold or other extreme conditions because the pipe network can be run into the extreme environment while the device is mounted in a remote location outside of the harsh conditions. In addition, because it actively samples the air, Intelligent FAAST works well in high-airflow environments, which are typical in cold storage facilities.

While not as sophisticated as aspirating smoke detectors, Beam detectors can be a lower cost alternative. Beam detectors are capable of operating in temperatures down to -22°F when coupled with the optional heater kit.



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Harsh Environments

Chemical Manufacturing Plants

Chemical plants can present many challenging or harsh environments, and down time is very expensive. In some cases, a customer's operation cannot be shut down—or shouldn't be shut down—even for the installation of the fire safety system. High velocity air handlers can also create problems for standard spot detectors. With Intelligent FAAST, you can run pipes through pre-existing cable trays to connect sampling points, eliminating the need to shut down equipment or processes.

For chemical plants and similar types of facilities, emphasize the following key features of the Intelligent FAAST technology:

- Advanced 3 stage nuisance filtration process and rejection technology:
    - Patented particle separator eliminates large particulate from the sample.
    - Field replaceable 30-micron filter further reduces non-smoke particulate from entering the detection chamber.
    - Dual Vision Technology uses:
        * A Blue LED to detect very low concentrations of smoke from a wide range of fires
        * An Infrared Laser to identify non-fire particulates
        * Advanced algorithms to interpret signals from both sensors to discriminate between smoke and nuisance particulate
- Flexible pipe network can be installed while processes are under way—eliminating downtime.
- Moisture can be removed from the air sample by utilizing a drip loop.



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Harsh Environments

Manufacturing

Like chemical plants, manufacturing plants often present challenging and harsh ambient conditions in their normal day-to-day operations, including exhaust fumes, dusty by-products and airborne particulate matter. The average cost to evacuate a manufacturing facility is nearly $30,000. This number can skyrocket depending on the type of facility and number of employees evacuated. You'll need to look closely at exactly what's happening in each area and ask questions about how dynamics change throughout the daily and weekly schedule. Intelligent FAAST's programmable response levels and dual detection methods are extremely valuable for conditions that fluctuate, allowing your customer to combine automated detection technology with human confirmation as needed. That level of sophistication helps your customers avoid unnecessary fire department dispatches and costly evacuations. Additional features include:

- Patented multi-stage filtering and intelligence that separates and distinguishes nuisance particulate from smoke
- Modbus communications over TCP/IP for connection to building management systems
- Intelligent FAAST communicates directly to the Fire Alarm Control Panel, eliminating redundant networks needed for other aspirating devices, as well as cost-added hardware and software
- Internal Ethernet connectivity and Web Server allow remote monitoring from anywhere in the world via web browser
- Email notifications to up to six e-mail addresses, each configured to notify of a specific alarm level, fault level or "isolate" condition
- Convenient and cost-saving retrofit capabilities – often using existing pipe networks



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Harsh Environments



Case Study: Apex Tool

Apex Tool's North Carolina factory manufactures various types of hand tools. The manufacturing process creates caustic by-products and an extremely dirty environment. Apex's insurance company required that smoke detection be installed into the switchgear rooms, but spot detectors would have constant nuisance alarms or dirty detector warnings.

Apex installed FAAST in to these switch gear rooms, and due to FAAST's enhanced nuisance rejection capabilities, was able to achieve Early Warning detection without false alarms. Apex even initiated a strategic response plan that was put into action one day when the FAAST detector began to see heightened levels of smoke:

"Smoke had seeped from the production floor into the compressor room next door, where FAAST was installed, creating an alert. When they went out to investigate it, they determined there was still smoke in the area. It didn't initiate in the control room, but it still picked up the early stages of smoke in the area. FAST really did exactly what it was supposed to do" —James Colley, Integrated Technical Services

During this smoke event, Apex was able to investigate the incident, locate the source of the smoke on the production floor, analyze the threat, and keep production up and running.



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Cultural Buildings

Cultural buildings include facilities like museums, galleries, churches, sensitive historic structures, important government buildings, archives and other specialty applications. NOTIFIER Advanced Detection products are specifically designed for these types of facilities, especially the VIEW and Intelligent FAAST detection technologies.



Intelligent FAAST™ Aspirating Detector

Irreplaceable artifacts and works of art require the earliest detection of smoke and fire to ensure that history is preserved. With Intelligent FAAST's highly sensitive detection chamber providing Very Early Warning of smoke, facilities managers can be aware of issues before damage can occur.

In order to keep the aesthetics of the space up to the architects specifications, capillary sampling points can be used to discreetly place sampling holes where required, keeping the space free of visual intrusion by bulky spot type detectors.



Cultural Buildings



View™ Detector

VIEW Laser is a super-sensitive spot-type smoke detector that's programmable to be up to 100 times more sensitive than standard photoelectric smoke detectors. VIEW's fast response and point location of smoke make it an ideal solution for cultural buildings like museums, archives and art galleries where early response is crucial.



Beam Detector

NOTIFIER's reflected beam smoke detector is a perfect solution for tough-to-cover, open-area and high-ceiling applications, such as large galleries, custom display cases and atriums.



NOTIFIER by Honeywell

Cultural Buildings

Case Study: Minnesota History Museum

Historical documents and artifacts are truly irreplaceable, and safeguarding these precious objects, along with protecting patrons, is a top priority for museums. Armed with a comprehensive fire and life safety system, the Minnesota History Center believed it was prepared—until an electrical wire caused a small fire in one of the exhibits.

According to Michael Fisch, Facility Manager at the Museum, "[The fire] wasn't detected by the smoke alarms or smoke detectors because the ceilings are very high. It was actually a guest that saw it first, recognizing some smoke coming from an exhibit."

Recognizing the risk to the museum's contents, including an early draft of the U.S. Constitution, the history museum decided to employ FAAST detection technology to provide earlier warning of smoke so that any future issues might be caught at an earlier stage.

A secondary advantage to installing the FAAST system was that the Authority Having Jurisdiction allowed the sampling pipe to be painted black, enabling smoke detection in the exhibits without any easily visible detection apparatus.



NOTIFIER by Honeywell

Prisons and Restricted Access



NOTIFIER's primary detector solution for protecting highly secure areas inside prisons and restricted facilities includes the ONYX system with Intelligent FAAST Fire Alarm Aspiration Sensing Technology™. Typically these kinds of facilities require 100% tamper-proof equipment that can also withstand difficult environmental conditions. Intelligent FAAST is often the answer for your customers with these challenging requirements.

When discussing protection for restricted access environments, emphasize the following key features of the Intelligent FAAST technology:

- All analysis and smoke processing equipment is located away from the protected area, and sampling points can be discreetly located in the protected space, making the system highly tamper-proof.
- The Intelligent FAAST device can be remotely cleaned and tested, ensuring system efficacy without having to put a technician in to the restricted space.
- Ultra-sonic air flow sensing lets the user know when a sample port has been clogged or tampered with.
- Increased localization, one device per cell or cell block, enables orderly egress, easier guard intervention, and safety.
- Multiple alarm levels with remote monitoring allows guards to acknowledge changing device status and investigate before an evacuation decision must be made.



Product Solution Matrix

NOTIFIER by Honeywell

Applications	Good	Better	Best
Commercial Sleeping Spaces	Acclimate Plus	IntelliQuad	IntelliQuad Plus
MRI Rooms			Intelligent FAAST
Telecom Switching Rooms	Acclimate Plus		VIEW
			Intelligent FAAST
Server Rooms			VIEW
			Intelligent FAAST
Large Data Centers		VIEW	Intelligent FAAST
Large Open Spaces			Intelligent FAAST
			Beam
Theater Smoke		IntelliQuad Plus	IntelliQuad
			Intelligent FAAST
Dirty	Acclimate Plus		IntelliQuad
			Intelligent FAAST
Temperature Extremes	Beam		Intelligent FAAST
Kitchens		Acclimate Plus	IntelliQuad
Swimming Pools		Beam	
		Intelligent FAAST	
Locker Rooms	Acclimate		IntelliQuad
Boiler Rooms	Acclimate	IntelliQuad	IntelliQuad Plus
Parking Garages	Beam	IntelliQuad	Intelligent FAAST
Laundry Rooms		Acclimate Plus	IntelliQuad Plus
		IntelliQuad	
Semi-Fabs			Intelligent FAAST
			VIEW
Commercial Livestock Facility		IntelliQuad	Intelligent FAAST
		Beam	
Surgical Suite		Acclimate Plus	IntelliQuad

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Key points where competition compare themselves to NOTIFIER

Multi-Criteria Detection
Competitors claim to have nuisance alarm immunity on par with NOTIFIER's IntelliQuad detector, but the IntelliQuad is the only detector to use four discreet sensors—photoelectric, thermal, carbon monoxide, and infrared—to distinguish between nuisance sources and a real fire.

High Sensitivity Spot Detection
Competitors claim to offer sensing equivalent to the VIEW detector because they meet the specifications of NFPA 76; however the VIEW detector uses a laser sensor to achieve a level of sensitivity 10 times greater than the NFPA 76 specification.

Overcoming competitive performance claims

Detection Performance
Competitors claim that dual-angle or dual-wavelength photo detection technology outperforms the combination of technologies used in the IntelliQuad detector. These photo detection technologies enhance the detector's ability to determine particle size or color. The detector can then adjust itself to be more or less sensitive depending on whether it suspects the particles in its chamber are smoke or a nuisance source, like dust or mist. The IntelliQuad detector looks specifically for products of combustion—smoke, flame, heat and carbon monoxide—to determine whether to adjust sensitivity and ultimately alarm if necessary. These products of combustion have proven to be a more reliable source leading to faster response time and better nuisance rejection than other indicators.



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Competitive Responses for Engineering Specs

Siemens

When they specify…	*Respond with…*
22 available application settings	They correspond to only 4 sensitivity settings.
Dual wavelength photo detection	Same or better performance with IntelliQuad using multiple products of combustion for detection
Freeze warning from detector	Available with Acclimate Plus
Arbitrary supervisory temperature reading	What benefit is gained beyond the freeze warnings and the self-adjusting fire sensitivity settings of Acclimate Plus?
VEWFD with thermal sensor	HVAC and cabinets monitor the temperature already and VIEW has a greater detection range for better application-specific settings.
Electronic addressing	Rotary style addressing scheme allows for site personnel to handle simple tasks like device replacement without special programming tools or requiring a costly service call.

Simplex

When they specify…	*Respond with…*
CO sensor in the base	NOTIFIER provides it directly in the detector and does not force a choice between fast response or nuisance immunity.
Ion detectors or ion + CO	IntelliQuad provides wider fire response than ion detectors without nuisance alarms.
Replaceable CO cell	NOTIFIER offers low-cost replacements that allow for faster exchange and provides a complete factory fresh device, not just a new CO cell.
Freeze warning from detector	Available with the Acclimate Plus
Arbitrary supervisory temperature reading	What benefit is gained beyond the freeze warnings and the self-adjusting fire sensitivity settings of Acclimate Plus?
VEWFD with thermal sensor	HVAC and cabinets monitor the temperature already and VIEW has a greater detection range for better application-specific settings.
Electronic addressing	Rotary style addressing scheme allows for site personnel to handle simple tasks like device replacement without special programming tools or requiring a costly service call.

Competitive Responses for Engineering Specs

Edwards/EST

When they specify…	*Respond with…*
Multi-criteria with ion	IntelliQuad outperforms ion detectors without nuisance alarms.
Replaceable CO cell	NOTIFIER offers low-cost replacements instead which save labor time and provide a complete factory fresh device, not a new CO cell. The Edwards product uses the same CO cell as NOTIFIER—a cell that was developed internally by Honeywell. In fact, all of the major manufacturers use an electrochemical cell, a technology that was perfected by Honeywell.
Electronic addressing	Rotary style addressing scheme allows for site personnel to handle simple tasks like device replacement without special programming tools or requiring a costly service call.



NOTIFIER by Honeywell

Delivering Value Versus the Competition

High Sensitivity

When it comes to high-sensitivity spot detection, NOTIFIER delivers superior protection of high-value equipment and property. The VIEW detector is 10 times more sensitive than comparable detectors. To further enhance the VIEW detector's performance, NOTIFIER uses detection data from adjacent VIEW detectors to pinpoint the fire's location. This combination of early warning detection and pinpoint accuracy translates into faster notification and additional time to respond to fire events, minimizing the damage to equipment and property.

Multi-Criteria

Nuisance alarms can be extremely expensive, particularly when they cause temporary plant shut downs or office evacuations. In the hospitality and entertainment industries, nuisance alarms can be a source of negative public relations as well. The IntelliQuad detector provides superior nuisance immunity, thanks to its advanced algorithms and 4-sensor design. No other detector uses 4 products of combustion—heat, smoke, toxic gas and flame—to distinguish between nuisance sources and real fire.



Competitive Concerns and Responses

When They Say…

You should use absolute detection.

Respond With…

Manufacturers of smoke detectors use different methodologies to compensate for signal interference over time in the detection chamber. Signal interference comes from normal dust and dirt build up from the ambient environment. Drift compensation, or 'Adaptive detection', compensates for this build up of noise in the chamber, reducing the chance of false alarm and prolonging the life of the device. Drift compensation has been established in the industry for over a decade and is successfully deployed in millions of devices installed worldwide.

'Absolute detection' does not introduce any compensation method signal interference, but maintains its nominally set sensitivity. If the signal does degrade, the system will alarm if that signal interference is interpreted as obscuration.

When They Say…

It would take four FAAST units to cover the area of one 4 inlet unit.

Respond With…

Three Intelligent FAASTs will cover the are of one 4 inlet device AND in addition give three areas of distinct smoke detection reporting intelligently back to the panel—meaning a smaller area to search for the problem.

Competitive Concerns and Responses

When they Say…

You need a remote display.

Respond With…

- If Intelligent FAAST is connected to an IP network, any computer sitting on the same network can act as a remote display for that device using PipeIQ or a web browser. Additionally, any device that can access the network via a VPN connection (PC, tablet, smartphone) can also serve as a remote display.

- Intelligent FAAST reports directly to the NOTIFIER Fire Alarm Control Panel (FACP) via the Signaling Line Circuit (SLC). While the information available at the FACP will be less robust than on the user interface, the device may still be monitored remotely via the FACP.

- Intelligent FAAST also uses the Modbus protocol on conventional and intelligent devices, an open communications protocol commonly used in industrial applications. Users who have a Modbus network may interface their Intelligent FAAST device with their Building Management System (BMS) and any Modbus ready displays that they have. The output from Intelligent FAAST may be formatted in to whatever display they choose.

When They Say…

Intelligent FAAST is not as sensitive as VESDA.

Respond With…

FAAST can be configured to 0.00046%/ft obscuration, more sensitive than many other detectors on the market.

NOTIFIER by Honeywell

How Intelligent FAAST Delivers Value vs. the Competition

Communications/Integration Options

- Intelligent versions connects directly to the NOTIFIER panels FACP—no need for costly additional hardware or software. This functionality provides more detailed information at the fire panel and a direct connection—a unique capability for aspirating smoke detection.
  - To quantify the savings of an Intelligent FAAST system versus a competitive high level interface, use our value calculator in the references section.
- Modbus capability integrated to the device for direct connection to the building management system
- Ethernet/IP for remote monitoring capabilities
- Email event notification directly to the end user with varying levels of information

The Earliest Warning Smoke Detection

For areas that can not experience downtime or high value assets are stored

- 0.00046%/ft obscuration—among the most sensitive on the market

The Most Accurate Detection

For confidence in using Intelligent FAAST in any environment—clean or dirty

- 3-stage filtration
  i. Patented particle separator eliminates larger particulates from the sample
  ii. 30-micron filter further cleans the sample before entry into the detection chamber
  iii. In the chamber, dual vision technology and advanced algorithms bombard the sample, confirming the presence of smoke and eliminating false alarms due to nuisance particulates

Reduced Lifetime Cost of Ownership

- The detector tells you when the filter needs to be replaced
- Ease of wiring access to terminals allows for quicker installation
- 3 stage filtration prolongs the life of the device

Leaders in Fire Detection

- NOTIFIER/System Sensor are the world leaders in fire safety and detection
- Resource rich backing allows for substantial investment in R&D



Best Opportunities

- Retrofit projects where specific problems need to be solved
- Projects where liability or high dollar asset protection are a concern
- Project change requests due to problems addressable with advanced detection

How to Sell

Many customers are initially averse to advanced detection solutions due to a perceived increased cost and complexity of the system. The mindset often is to "just meet the code" requirements. Selling Advanced Detection often requires investigation to understand all of the key influencers before you can gain their interest. Some of these influencers may be:



- Facilities managers/maintenance staff
- IT infrastructure staff
- Local regulating bodies, inspectors, or AHJs
- Building engineers and architects

Hosting advanced detection workshops for end users helps to raise awareness of solutions for problematic environments and how these solutions can generate cost savings over the long term. It also aids in getting opposing groups within a customer's company to take a more consistent view of the advanced detection offering. You can leverage your sales representatives to help support these activities.

Generally speaking, it is better to ask about problems, or potential problems, and propose the right solution than it is to attempt to sell advanced detection before considering potential and existing challenges. The redundancy of a multi-sensor detector or the ability to detect a fire at an earlier stage may make a crucial difference in saving lives and assets. Often a customer may not be directly aware of a need or potential risk, so they may not verbalize it. Ask for access to existing buildings or copies of building plans to help identify these opportunities. Understanding your potential customer's needs and proposing solutions that provide real value are key to selling advanced detection solutions.

Challenges & Overcoming Objections

For public bid projects, Dodge reports and other standard methods are used to identify potential jobs. Unfortunately, public bid projects usually demand the least costly solution and don't typically offer the opportunity to specify advanced detection products. Access to potential influencers along with the interest in getting equivalent quotes from all bidders further complicates the selling process.

It will be important in these situations to communicate directly with the building owner, architect and/or specifying engineer to understand some of the unique requirements of the job and where advanced detection will save them from future problems.

For example, within a hospital campus understanding the varying types of environments from MRI rooms, areas where tamper resistant detection is required, large open areas, present the suite of Advanced Detection products that can be utilized in each of the unique environment along with NOTIFIER's standard detection solutions.

By understanding the needs of all parties within the value chain, you will gain an understanding of their needs and concerns and where Advanced Detection solutions will come into play. It is important to help quantify the value for them by associating a dollar amount to the cost of a false alarm, replacement costs of assets being protected or cost of negative publicity for false alarm issues.

By selling the value of the Advanced Detection suite of products - you have the BEST lineup of detection in the industry. Use these unique capabilities to differentiate your company and leverage the superior position of the NOTIFER brand.





Considering the "Big Picture" and Focusing on Customer Benefits

In this section we offer suggestions that may be helpful in your sales efforts. We know that you may have many years of successful sales experience, and perhaps you apply some or all of the following strategies. These practical, "real world" sales concepts derive from NOTIFIER's experience in this industry over many decades and from our successful partnerships with ESDs like you.

The most effective driver for successful sales is to put yourself firmly in the customer's perspective and to present every product, system or suggestion in terms of the benefit to them. Consider both the immeasurable importance of life safety and the cost-benefit analysis they will invariably be conducting. You are the expert, indeed, but you must explain your recommendations carefully in ways your customer will understand.

Of course, a strong and mutually respectful interpersonal relationship with key decision makers is also invaluable in the sales process. There is no replacement for trust, confidence and integrity.

First Things First

We've already discussed an overall strategy for identifying Advanced Detection sales opportunities, high-level strategies, markets, challenges and some of the key competitive differentiators that make Advanced Detection from NOTIFIER a superior choice in the market.

This section will cover "nuts and bolts" tips for pursuing an opportunity once you've identified a solid lead. Let's start with the overall status of the prospect.

Review the customer's relationship with your company and assess their technical knowledge.

- Are they an existing customer?
- How long have they been a customer? What other services do you provide to them?
- Do they represent a new opportunity for your company and NOTIFIER?
- Are they familiar with technical issues and important system details or are they more "business" focused?

The answers to these questions will influence your approach to selling—how you position Advanced Detection, what level of technical detail you present and the language you choose to most effectively convey the value proposition.





Retrofits and Add-ons: Assess Existing System

If the prospect is an existing customer, consider the following questions:

- Is the system a good candidate for Advanced Detection upgrades?
- Does it have adequate protection for new or previously existing special hazards or special AD needs for cross-selling, including:
    - Very Early Warning (aspirating or laser)
    - CO/Smoke (sleeping areas)
    - Multi-Criteria Detection (nuisance alarm issues)
    - Beam Detection
    - Gas Detection
    - Flame Detection

- If any of the special hazards or needs above are present, how are those specialized areas being protected today? What specific conditions and needs exist and how will you address them in a way that will resonate with the customer? And again, remember to present your recommendations in terms of the benefits to the customer—not just technical features. Make sure you assess your contact's level of expertise to communicate in language they will understand and be able to pass on to any other stakeholders or decision makers.



Preparing for the Advanced Detection Presentation

Review your notes and think again about the value your solution brings to the customer, highlighting the most important benefits.

Needs that have been explicitly identified by the customer or ESD, may stem from:

- A recent fire or emergency at the site
- Labor, regulatory or internal/corporate requirements
- A change in the facility usage that now calls for Advanced Detection

Preparing for the Advanced Detection Presentation

Based on the customer's stated or derived needs, identify the resources required to support effective presentations, including:

- Case studies from similar customer types
- Detection capabilities based on information in this guide
- Most beneficial products based on the size and usage of the facilities
- PowerPoint presentations
- Invitation to a demonstration in NOTIFIER's Customer Experience Center
- Home office product support (on-site or in preparation for the meeting)
- Relevant collateral to use as leave-behinds

Develop a custom agenda for the customer visit



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Research

Leading up to your formal presentation you should have assessed the customer's facility requirements, the end-user's business goals and motivators. Maybe it's a high-capacity public space like a university, maybe it's a healthcare facility for elderly people, maybe a corporate campus or military base. Each application and each customer will have a unique set of primary and secondary needs that may require Advanced detection capabilities. These are the issues you'll explicitly address in your proposal and presentation.









Agenda

Before the presentation, you should prepare and send a formal agenda document so your audience knows how long the presentation will be and which topics will be covered. Make sure you add an item that specifically addresses the facility's or user's primary and secondary safety needs as you understand them. Also remember to provide opportunities for feedback and modification. Every presentation needs to match your specific audience and sales conditions. Your agenda might look something like the example on the next page.

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Customer Logo

Your ESD Logo

NOTIFIER Life Safety Solutions

Sample Advanced Detection Presentation Agenda

Date, Location, Time

- **Introductions and Time Check**
- **Goals for the Meeting** (Including check-in with audience about *their* goals)
- **Brief History of your Engagement with the Customer**
- **Distributor & NOTIFIER Qualifications** (Capabilities/Similar Projects)
- **Review of Customer's/End-user's Advanced Detection Needs**
- **Present High-Altitude Overview of Solution**
  - ✓ Primary components and how they address the primary and secondary needs of the customer (no costs or detailed part numbers yet).
  - ✓ Keep it focused on benefits and major features that the audience will understand.
  - ✓ Refer your audience to the detailed proposal that you have distributed or that you will send after the meeting.
  - ✓ Ask for questions and address any perceived hesitations or objections.
  - ✓ Draw them out of if you sense they aren't being voiced.
- **Q&A**
- **Closing & Next Steps**
  - ✓ Review any action items and/or open issues requiring follow-up
  - ✓ Determine next steps. With whom will you follow-up? What is the timeline for doing so?
  - ✓ Establish primary points-of-contact with ESD and end-user.

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Additional Presentation Components and Strategies



- Ask what their decision-making process will be and who will be involved. Offer to be available for another meeting or downstream questions.
- If there's time, discuss your installation process and duration, as well as NOTIFIER's Support and R&D efforts, which keep the most current and cost-effective technology available to the end-user at all times.
- Time permitting, discuss the NOTIFIER experience and legacy. Offer references.
- Leave printed materials (collateral, hard-copy proposals, etc.) and direct them to follow up demos, marketing resources and other technical information online.
- Before concluding:
  - ✓ Review any open issues/questions identified during the presentation. Provide accountability for closure. Specify who will provide the information and when it will be sent.
  - ✓ Ask the customer to identify one point of contact to be the primary interface for follow-ups. Provide a single point of contact at the ESD to manage next steps. It helps to demonstrate ownership.
- Ask for final questions and thank your audience for their time.



Draw attention to Advanced Detection Components and Benefits

As an experienced distributor, you will have your own style and template for your proposals. Systems with Advanced Detection components are more complicated than common fire systems. Since some of these technologies are relatively new—and since your customer or the end-user may not have a lot of experience or detailed knowledge about them—you might include a basic explanation of the special detection technologies and how all the system components work together.



Sell Value by Way of Features

Once again, make sure you're selling the value of the system you propose—not just technical features. This will be especially important for competitive reasons—and for ensuring your customer is comparing "apples to apples." As an example, when proposing aspirating detection like the Intelligent FAAST system, it's very important to explain the facility-specific features and benefits. You may even compare our technology to leading competitors' offerings. Feel free to paraphrase or use the details in the prepared sales pieces that describe the system—especially if you're selling into a vertical market for which we have a prepared sales sheet. And be very clear about what the proposal DOES and DOES NOT include—from equipment to service and support.







Details and Audiences

There's always a delicate balance between providing enough useful detail and overwhelming audiences with too much highly technical information. It can often be effective to prepare two or three separate sections of a proposal with varying degrees of technical detail—one level for executives who only want the high-level overview, one level for facility managers and perhaps a third, more detailed section for technical consultants, engineers or others who will want to see it. Make sure you have staff available to speak to each of the audiences at the appropriate level if questions arise.

Whether you're following up on your proposal during a presentation, meeting or doing so hours or days later, there are a few important issues you should make sure you address.

Because Advanced Detection is a specialty area—and many customers may not know much about it—consider the extent to which your follow-up should be educational or competitive in tone. In fact, your goal is to instill confidence in the prospect that you personally and your company as a whole represent the best choice for the customer. That becomes your competitive advantage. And in most cases, the best way to do that is to convey self-assurance, knowledge, experience and sincere dedication to your customer's long-term interests in everything you do.







First and foremost, you need to demonstrate technical competency and mastery. You can do that by citing other Advanced Detection installations you've completed and NOTIFIER's impressive legacy. Offer references if you can, and explain how you integrated business functions, operational sustainability and excellent communications for your other customers.

What often makes the most difference in a sales environment is the one-on-one relationships you build with decision-makers and how successful you are at associating yourself with the highest principles of life safety and facility protection.

As you address questions and objections, focus on big picture safety concepts and the full costs of a disaster or crisis at the customer's facility—which help justify the Advanced Detection investment. Also be sure to emphasize the key competitive advantages of NOTIFIER—like long-term support, reliability, service, engineering experience and the true cost of ownership.



Whether you win the project or not, it's also useful to request feedback from your customer or end-user. Ask what worked and what you can improve upon in your presentation, your research, your proposal and your overall sales execution. If you ask honestly, many people will give you useful insights for your next opportunity. In some cases, you may need to "read between the lines" to determine what the key dynamics were—both for winning and for losing a project. Remember, keeping your engagement top-shelf and professional from end-to-end may earn you more business from this customer down the road.

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Customer Profile	
Customer name	
Location (city, state)	
# of buildings/approx. sq. footage/floors	
Type of Business	
Current System	
Any competitive product? If so, describe.	
Are they an existing customer or new prospective customer? If a current customer, how long?	
What is their parent company? Does NOTIFIER have a relationship with the customer on a higher level?	
Key Contacts (Name, Role)	
Facilities	
IT	
Safety Manager	
Site Leader	
Other	

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Sales Strategy Assessment	
What are the inherent risks in the building?	
Any stated customer needs? Did they specifically request information on a particular product or solution?	
Were there any recent fire or emergency events?	
Perceived needs - based on your knowledge of the customer and the site?	
Does the use of the building or specific areas change on a regular basis?	
Are there seasonal cycles to the operation of the facility or space?	

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Site Assessment / Walk Through	
Are there any areas with ceilings over 20'?	
Are there areas with temperatures outside the range of 32 degrees F to 120 degrees F?	
Are there areas that dust, dirt or other non-smoke particulate are being generated?	
Are there areas that use theatrical smoke?	
Are there areas that require tamper resistant/proof detection?	
Are there areas that have high value equipment?	
Are there areas that have irreplaceable artifacts or antiques?	
Are there areas with processes performed by people or equipment that can not experience downtime due to a false alarm?	
Are there areas that would be difficult to test and maintain detectors after installation?	
Are there areas where chemicals are present?	
Are there areas where smoke detection is required but aesthetically challenging?	
Are there any special characteristics about the occupants of the space?	