STRENGTH

Brand Partners Products

31ST ANNUAL LEADERSHIP CONFERENCE

WELCOME

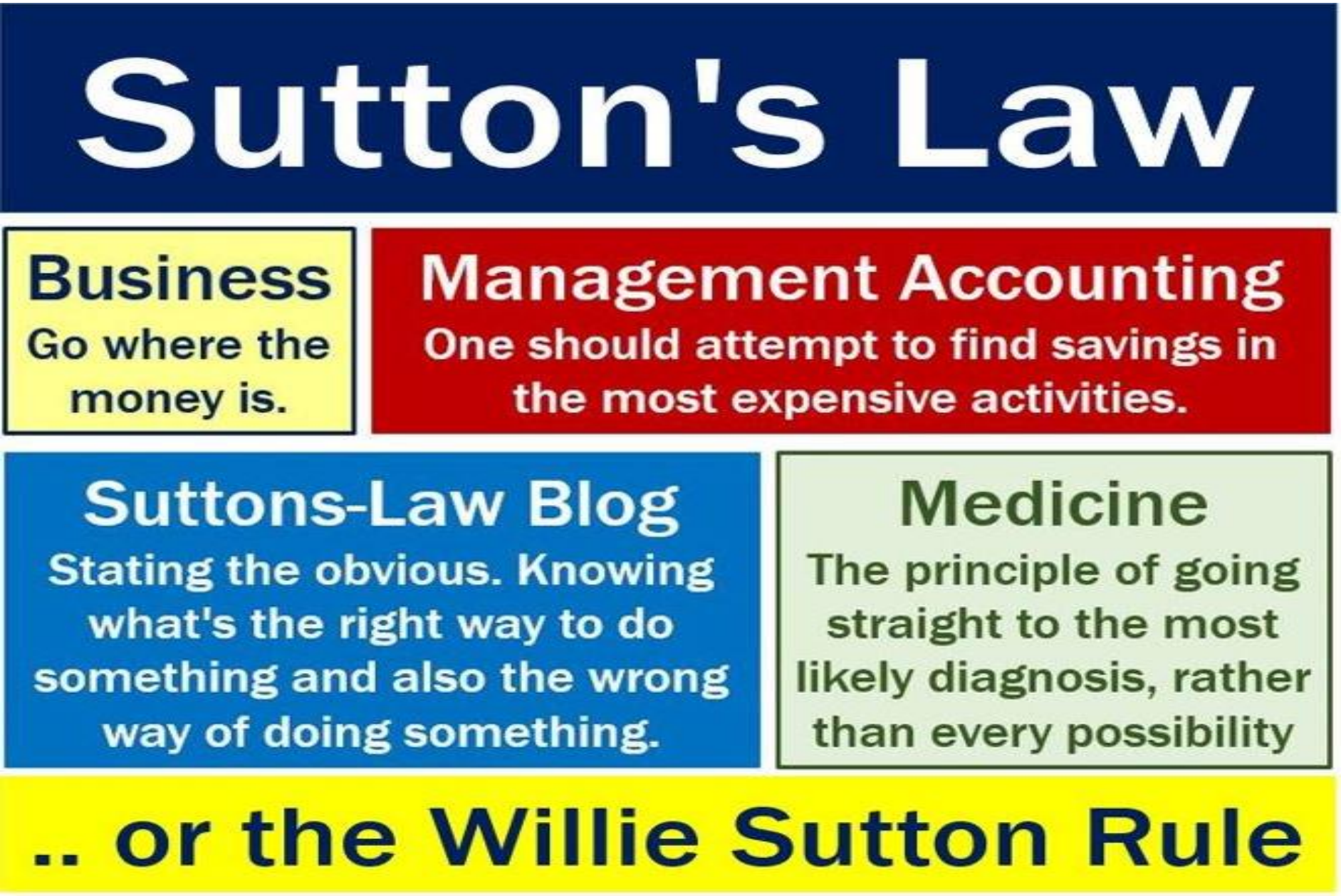
How to Sell New Technologies in Advanced Detection for Double Digit Growth

Sue Sadler

October 2017

NOTIFIER® by Honeywell

Sutton's Law?


Sutton's Law
Business
Go where the money is.
Management Accounting
One should attempt to find savings in the most expensive activities.
Suttons-Law Blog
Stating the obvious. Knowing what's the right way to do something and also the wrong way of doing something.
Medicine
The principle of going straight to the most likely diagnosis, rather than every possibility
.. or the Willie Sutton Rule

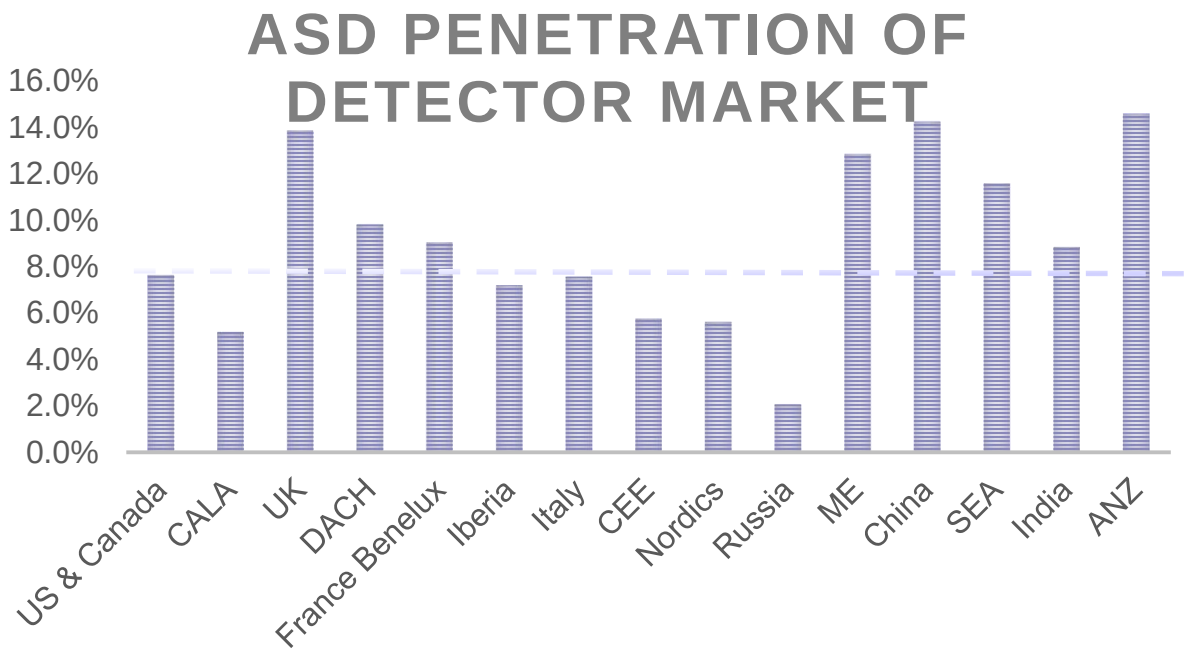
Selling more = Growth?

Which business model do you want to be?



Let’s see where the money is!

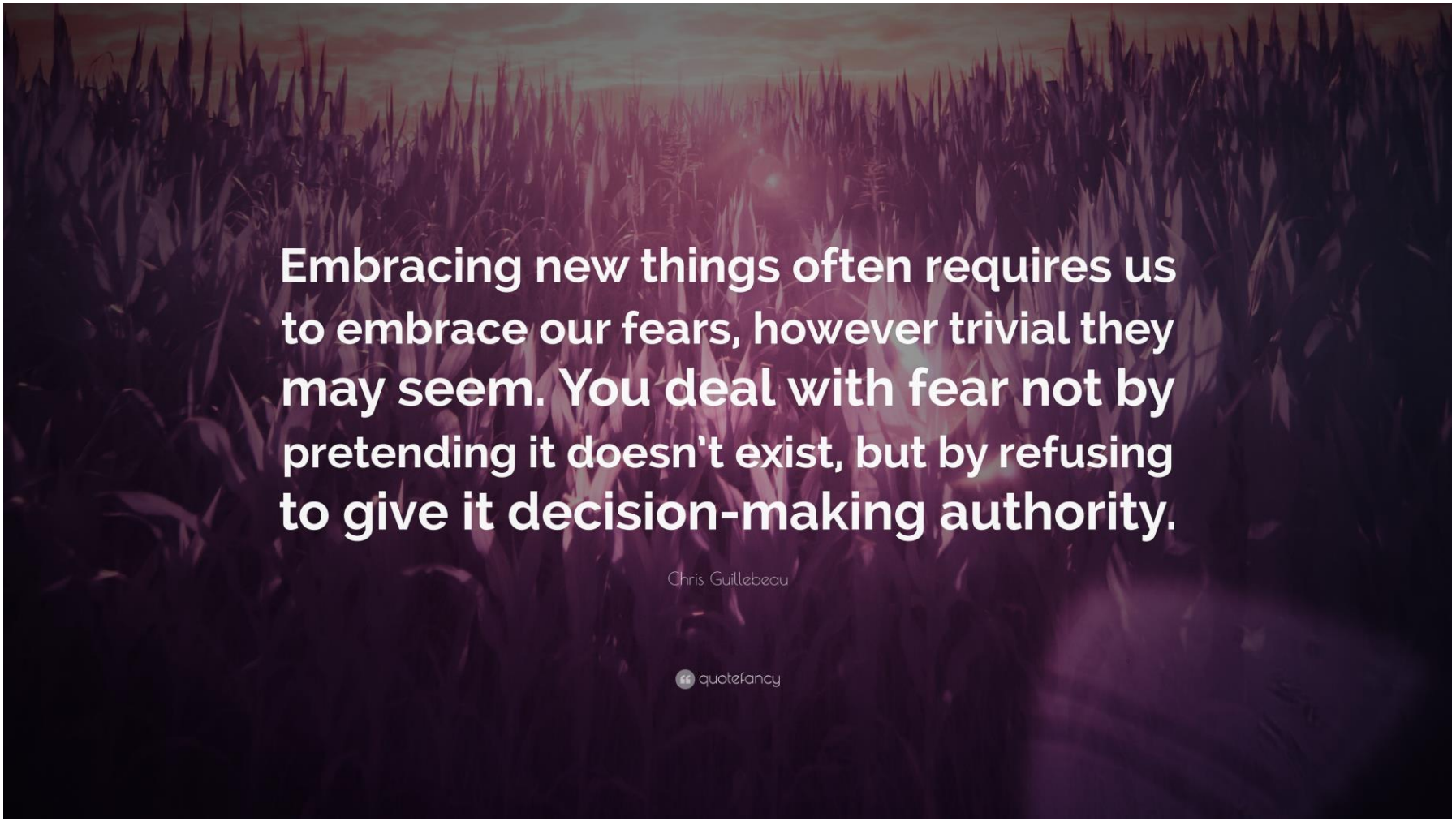
Why do we see growth for Air Sampling?



Aspirating smoke detectors (ASD) are expected to be the fastest growing product type in the detector market over the forecast period 2015 to 2020. IHS found that ASD, once a niche product, has begun to be regarded as a mainstream product for use in many applications. The main market for this product type continues to be telecommunications and datacenters despite increased adoption of ASD in industrial and manufacturing facilities.

Maturing Americas Markets driving growth

Fear of something new?



We can make you successful- fear not!

Knock down the one big thing…



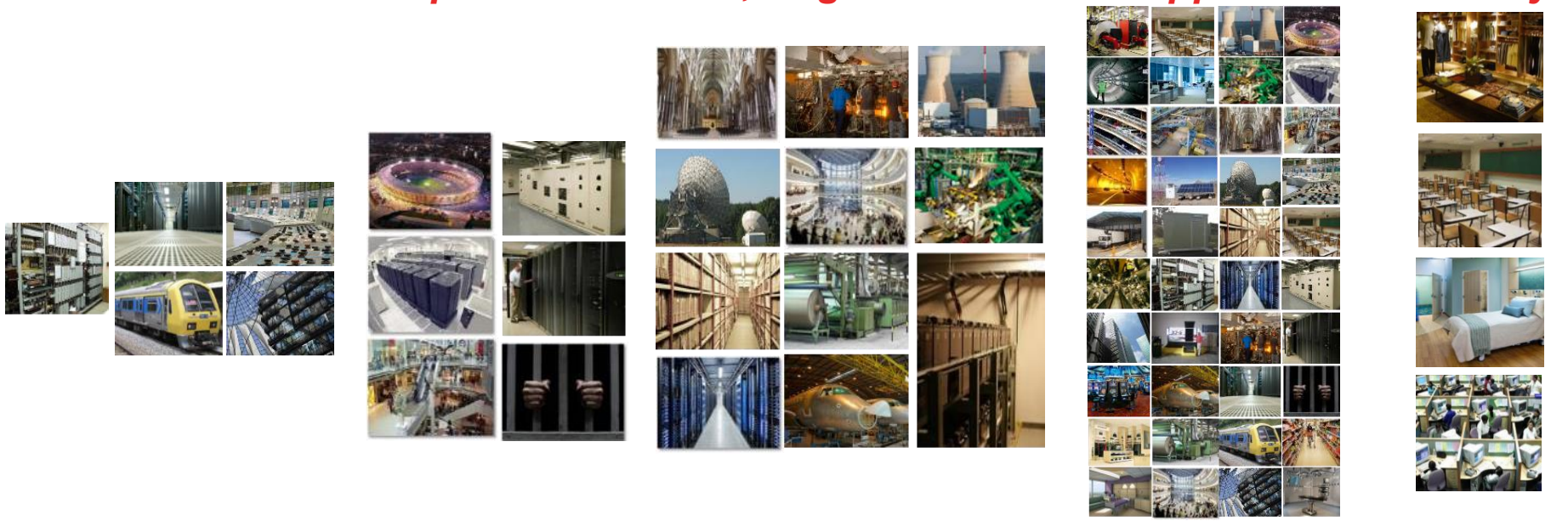
Do you know your clients "one big thing"?

Which of these markets do you work in?

- Education
  - Higher Ed
  - K-12
- Information Technologies
  - Telecommunications
  - Data centers
  - Mobile sites
- Industrial
  - Manufacturing
  - Production
- Government
  - Correctional
  - Public Safety
- Historical
  - Museums
  - Heritage
- Healthcare
  - Hospitals
  - Clinical
- High End Residential
  - Homes/Condo’s
  - Garages
- Large open spaces
  - Sports arenas
  - Convention space

Advanced Detection – Solutions for all Verticals

The broad and rapid development of safety solutions has allowed Advanced Detection ASD to expand from a few, targeted markets & applications to many…





VESDA Xenon



VESDA Laser



VESDA VLI



OSID



VLC-EX



VESDA ECO



VESDA 三



FAAST



VESDA 三 VEA

What's included in Advanced Detection

❖ Primary Smoke Detection

- SMOKE DETECTION
- BEAM DETECTION
- DUCT DETECTION

❖ Early Warning Smoke Detection

- SMOKE DETECTION
- BEAM DETECTION
- DUCT DETECTION

❖ Very Early Warning Smoke Detection

- SMOKE DETECTION
- DUCT DETECTION

❖ Gas Detection

- AREA DETECTION
- SPOT DETECTION

Fits numerous applications

Advanced Detection Portfolio

Standard Detection to Very Early Warning Detection – Solutions for All Environments

FAAST ASD


FAAST XT


FAAST XT-PRO


FAAST XS


FAAST XM

Xtralis ASD


XAS-1


XAS-2

VESDA-E Next Generation ASD


VEP-A10-P


VEU-A10


VEU-A00


VEP-A00-P


VEA-040-A10


VEA-040-A00


VEP-A00-1P

Analytics




iVESDA

OSID - Open-area Smoke Detection

OSI-10



OSE-SP



OSE--SPW



OSI-90



OSE-HPW



VESDA — World's Leading ASD Brand


VLS


VLP


VFT-15


VLI


VLC


VLC Marine

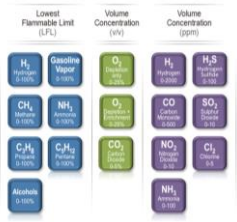

VLC-EX


VLF

ECO Gas Detection

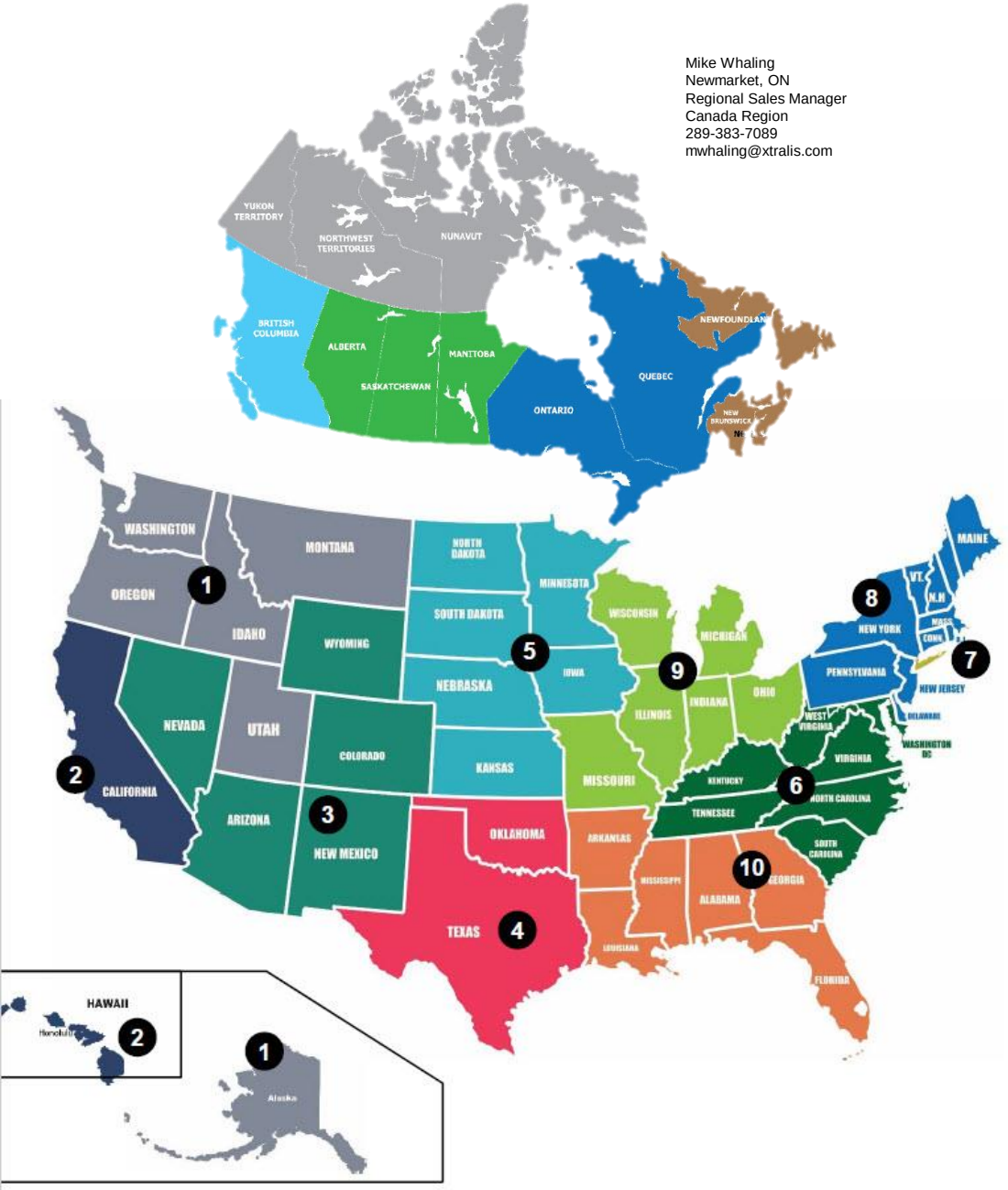

ECO


ECO-Ex



Let’s dig into the “How we can help”

- ***What are the resources available to you?***
  - **Regional Sales Manager**
    - Knows the products and applications
    - Knows the markets where AD is most successful
    - Knows the competition and how to win
    - Has a focus in your region to grow
    - Engages with the Engineering community weekly



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The brains of the operation

More resources available? YES!

- ***What are the resources available to you?***
  - **Business Development Leaders**
    - Knows the products and applications
    - Knows the players in specific vertical markets
    - Knows the competition and how to win
    - Has a focus on specific vertical markets to grow
    - Engages with the Engineering community weekly

More resources available? YES!

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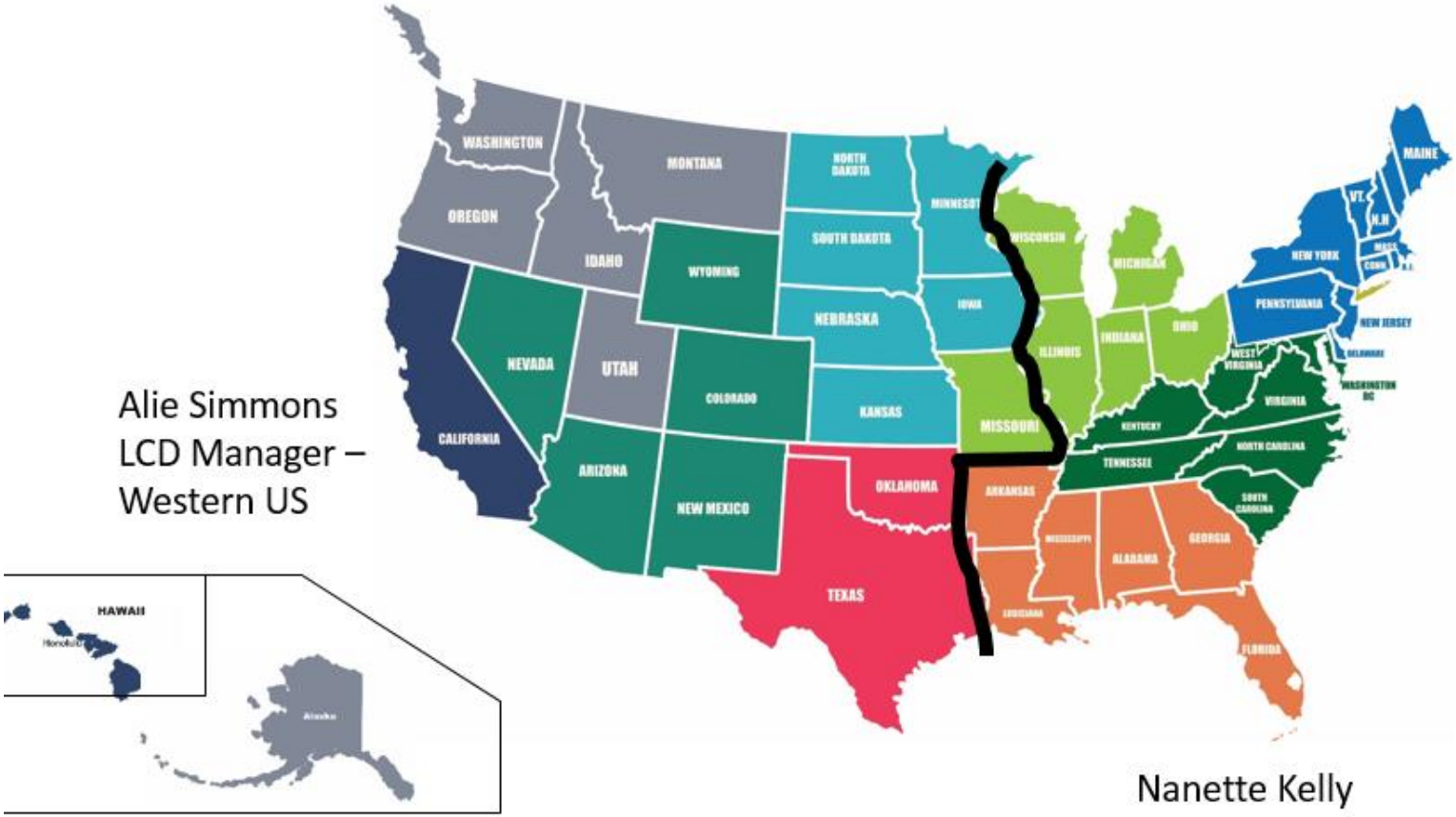
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EVEN More resources available? YES!

- ***What are the resources available to you?***
  - **Lead Closure Managers**
    - Knows the products and applications
    - Has access to lead source database data
    - Knows when we have seen engineers in your areas
    - Connects with marketing activities
    - Drives new business development & partner activities

EVEN More resources available? YES!



Alie Simmons
LCD Manager –
Western US

Nanette Kelly
LCD Manager – Eastern US & Canada

What else? We drive codes for ASD

As it relates to NFPA, codes and standards that directly reference ASD include:

- NFPA 72: National Fire Alarm and Signaling Code
- NFPA 76: Standard for the Fire Protection of Telecommunications Facilities
- NFPA 318: Standard for the Protection of Semiconductor Fabrication Facilities

Codes and standards that indirectly lead towards ASD type systems by way of reference to VEWFD include:

- NFPA 75: Standard for the Fire Protection of Information Technology Equipment
- NFPA 805: Performance-Based Standard for Fire Protection for Light Water Reactor Electric Generating Plants

Not to be overlooked is FM Global standards referenced in their loss prevention data sheets. Currently the following data sheets reference ASD or VEWFD :

- 5-32: Data Centers and Related Facilities
- 5-14: Telecommunications
- 1-53: Anechoic Chambers

Plus: CSFM, MEA, other local and state jurisdictions



We are active in code development

Technical Support-start to finish

- Field application Engineers
  - Pre sales support on design
  - Pre sales support on product and fit
  - Pre sales support on BOM’s
  - Pre-Post installation & commissioning support



- Training
  - Numerous training options
    - Know2Go
    - Online tech training
    - YouTube video training
    - Classroom public and private certification classes

- Technical Support
  - Phone support
  - RMA’s
  - Trouble shooting

Let’s do this! 7 steps to success..

1. Overcome your fears
2. Define and overcome your customers fear
3. Understand where in current markets AD fits
4. Learn what products fit best
5. Establish connections to resources
6. Trust our support to make you shine
7. Close the sales for growth!



Let’s get started!





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THANK YOU

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