



Surviving in the Security Alarm Business

Lou Sepulveda

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In the very competitive security alarm business, companies are finding themselves more and more burdened with the responsibility of preparing corporate mission statements, paradigm analyses, and corporate reengineering plans. *Surviving in the Security Alarm Business* will help explain their importance, how to perform them, and what the expected result will be.

Teaches alarm professionals how to recreate their business "from scratch" for greater selling success

Illustrates how to do business in the future in response to market changes and trends

Suggests techniques for willing recurring revenue rather than single-sale profit

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