

Hindsight

Preparing for 2020

Who We Are



▶ Robert Few

- ▶ 25 Year Industry Veteran
- ▶ Accomplished Sales, Customer Lifecycle, Operations Executive
- ▶ Launched SmartHome and Security for 2nd Largest Cable Provider in the US
- ▶ GM for Top 20 SDM Integration Firm - Residential Operations
- ▶ VP of Leading National Contract Monitoring enter
- ▶ SSN 20 Under 40 & 2018 Sara E. Jackson Award Recipient



▶ Kirk MacDowell

- ▶ Law Enforcement Veteran
- ▶ 39 Years in Electronic Security
- ▶ Previous Alarm Company Owner
- ▶ Led Top 50 SDM Integration Firm
- ▶ Directed Residential Business at Leading Fortune 100 Manufacturer
- ▶ VP, Platform Sales at Cloud Innovator Alarm.com

Getting Your House In Order & Looking Back at 2019

- ▶ How are you going to finish in 2019?
- ▶ In order to succeed in 2020 you need to know where you are today:
 - ▶ How many accounts do you have?
 - ▶ What is your total RMR?
 - ▶ Residential?
 - ▶ Commercial?
 - ▶ Other
 - ▶ What is the average tenure of your employees?
 - ▶ What other KPI's (Key Performance Indicators) are important to your company?

Looking Forward - a guide to goal setting in 2020

▶ What is so SMART about goals?

- ▶ Specific - What will be accomplished? What actions will you take?
- ▶ Measurable - What data will measure the goal? How much? How many?
- ▶ Achievable - Is the goal doable? Do you have the necessary skills and resources to meet this goal?
- ▶ Relevant - How does this goal align with broader goals? Why is the result important
- ▶ Time Bound - What is the time frame for accomplishing the goal?

▶ Where to start? What are your top 3 goals for 2020?

Here are some types of goals to consider, are you looking to:

- ▶ Increase RMR
- ▶ Improve your Sales, Service, Operational Process
- ▶ Reduce attrition? RMR or Employee?
- ▶ Develop your yourself? Develop your staff?

Looking Forward - a guide to goal setting in 2020

Great, we have a goal! Now how do we get there?

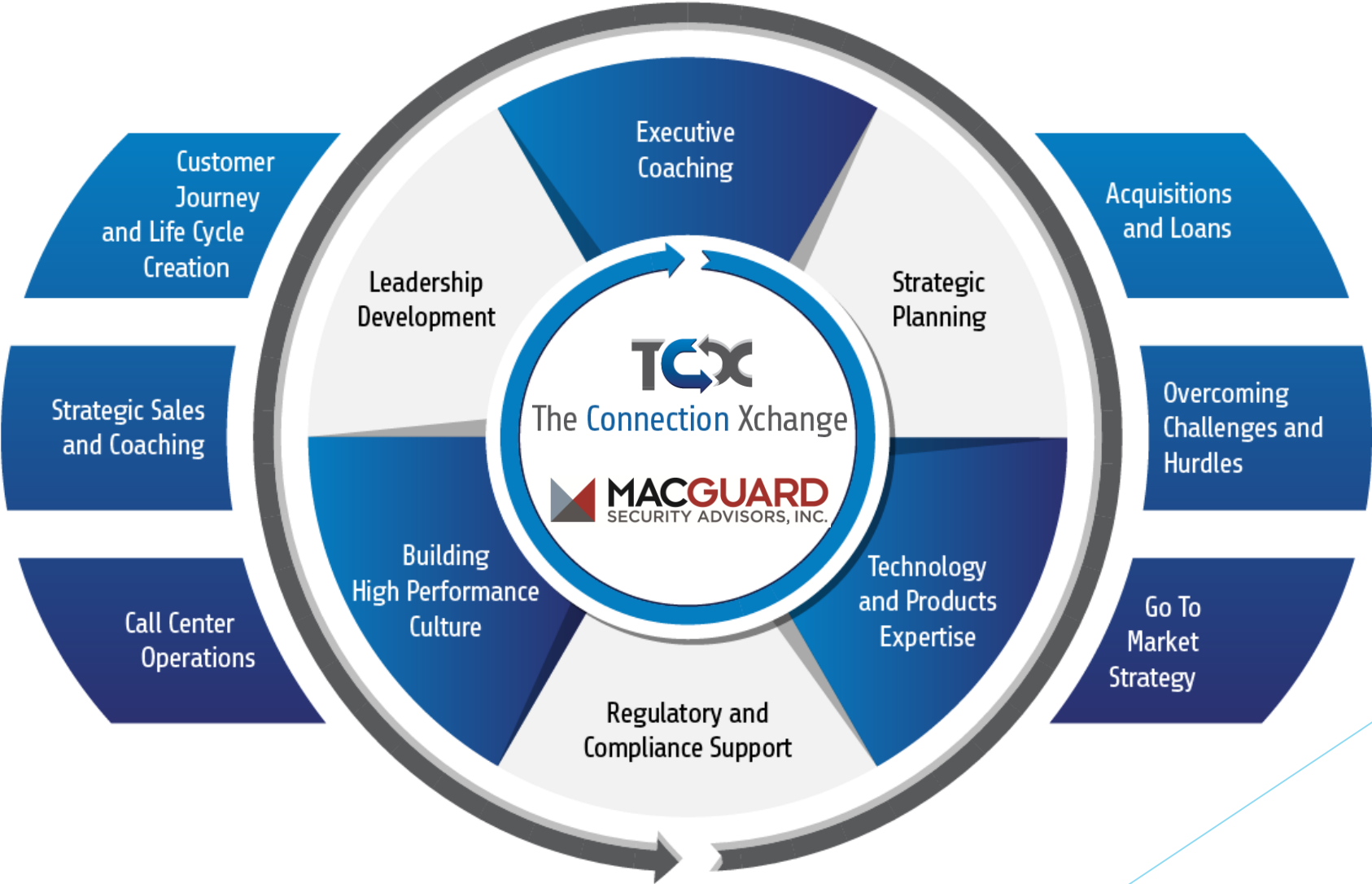
- ▶ It's one thing to state that you want to Increase RMR, improve standardization for your Sales, Service, and Operational teams, and you want to develop an internal leadership and mentorship program to help increase recruitment and improve your ability to retain qualified employees.
 - ▶ But how do you write goals around that?
- ▶ What teams are tied to each of the main goals?
 - ▶ If your goal is to increase RMR by 10% in 2020, who is responsible for that goal? Sales? Marketing? Customer Support? Installation and service teams?
 - ▶ The answer is all of them.
- ▶ What are the SMART goals for each of those areas that are going to feed the overall goal of increasing RMR by 10%?
- ▶ We all are in the habit of getting caught up in the day to day and lose sight of the goals. In order to hold ourselves accountable, consider quarterly check-in's for your goals

2020 *Focus* on Leadership Development

- ▶ **Mentorship/Communication/Leadership Development**
 - ▶ If not all, most employees are looking to grow, How do you help them?
 - ▶ Internal mentorship programs
 - ▶ External leadership development programs

- ▶ **Networking**
 - ▶ Take advantage of associations
 - ▶ Training
 - ▶ Peer to Peer groups

How We Can Help



Next Steps

- ▶ The Connection Exchange, LLC

- ▶ TheConnectionXchange.com
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- ▶ Taylors, SC



The **Connection** Xchange



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