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## Selling Key systems

*For ASSA ABLOY Door Security Solutions Key System Specialists.*

Key system expertise has created tremendous sales opportunities for those manufacturers who take key systems seriously. Once a manufacturer captures the key system, they can more easily pull their locks, exit devices and even door closers into the next sale.

In short, losing a key system most often leads to losing the hardware. Selling and servicing a key system usually builds relationships and ties the owner to the brand of hardware most easily “packaged” with the cylinders.

The selling and servicing of key systems is an excellent long-term strategy to build from. While each sale in the aftermarket channel is typically smaller than a new Greenfield type project, the opportunities are much more frequent, and usually at a much higher margin.

- A Greenfield project by our definition is a new construction (“Greenfield”) project and/or additions to an already established power brand (Corbin Russwin, Sargent and/or Yale) project, one that endorses or supports a master key system from one of the power brand companies. This is our primary objective and all our efforts should be aligned to this thinking.

Combining cylinders, keys, key systems and key control becomes an actual product, thus sales calls become more productive as you are able to address end-users physical security needs much better.

Here are some typical needs which an ASSA ABLOY Door Security Solutions Key System Specialist provides for an end-user and/or a building owner.

- Greater Key Control
- Factory Secured & Supported Master Key Systems
- Patented, Security, & High Security Cylinders
- Expertise in integrating Physical & Logical Locking Systems
- Key System Specific; Publications, Presentations, & Tools
- Highly Professional & trained sales force
- ASSA ABLOY Certified Key System Specialists

The Key System Specialist understands the needs of a secured master keyed system, one which incorporates both physical and logical security components. They have knowledge of the various cylinder mechanisms & types, the processes for which a master key system is designed, and tips on how to implement and maintain a secured factory master key system.

Turning the keys over to the end-user for a new job should always be the beginning of a long and profitable relationship, rather than as the end of a sale.

Probably more than any other product cylinders, keys and the continued support of the key system demand support from our channel partners. Of course, there is a minimum and a maximum end to the support they provide, and where you position yourself within the spectrum helps determine:

- How profitable and frequent this part of the business will be for ASSA ABLOY and our channel partners.
- How much business you take from your competitors by adding value to the products/services we promote and sell.
- How well you perform and how likely the customer will be to keep coming back for more service and/or support for the next building addition.

This service/support from our channel partners is critical and can be as simple as them entering their purchase orders on a timely manner. The high end of the service spectrum positions you as the one that adds value to the systems which have been put in place, the value which you add;

- Master key system design, consultation and layout
- Continued relationship with the facility and their personnel
- Understanding of their security needs
- Keeping them abreast of new technologies and/or trends

Key system opportunities are available in both new construction (Greenfield) and aftermarket sectors. There are some basic differences in the sales approaches.

With Greenfield projects, the customer base is familiar and it's an easier sell because the owner is already committed to buying something. As for the aftermarket, part of this customer base is familiar and part is not.

Reaching the decision maker and being able to ask him/her questions to determine their needs by asking questions like;

- Does your system meet your needs?
- Would you like to know who has opened a door or lock?
- When was the last time you or someone from your facility attended a training session regarding current trends relating to cylinders, keys and key control?
- Will you be giving anyone copies of your keys?
- Is it OK if they make copies without your knowledge?
- Have your security objectives changed recently?
- Can you account for all your keys?
- How easy are unauthorized copies made?
- Is there a key control policy in place?
- Do you have key interchange?
  - If necessary, define key interchange: An undesirable condition, usually in a master key system, whereby a key unintentionally operates a cylinder or lock.

It's only possible to furnish the most appropriate key system and/or the right cylinder type by learning about the end user's needs. If no one takes the time for this dialog, the key system chosen may miss the target.

The following tools were developed to assist you in the information gathering stage of the process.

- Security audit / site survey
  - Worksheet KS.1 "System Design Layout Worksheet" was designed to assist in the audit and/or site survey.
- Conduct a Keying Meeting
  - See the Educational Document: Successful Keying Meeting January 2018; simple, proven guidelines that will help ensure a successful key meeting and help determine the needs of the building owner.

Key systems and the choice of cylinder types vary from job to job based on the facilities security objectives.

In new construction, the security audit or site survey consists of reviewing the specification document, the facilities security objectives, and the contract drawings.

In retrofit work, the system structure and cylinder type also need to be considered and aligned with the facilities security objectives.

Meeting security objectives has become a high priority among all building owners, as occupants today are looking for assurances that while they're in the building their safety has been provided for.

Security objectives determine the level of access for each door. Is access only granted to authorized personnel, will key control be maintained, is the locking device serviceable by in-house personnel or sourced, is confirmed usage of all access/egress transactions required? Once these questions are answered can the locking device and its appropriate cylinder type be determined. Keep in mind that more than one security objective can be met with the right combination of the locking device and cylinder type.

The ultimate goal is to provide limited access into a facility and/or into a specific area and still offer the highest level of security possible, while allowing each department or building sector to function smoothly.

Recognizing the heightened awareness of security among all building owners today and the constant introduction of new products, the Architect and owner will continue to seek out the person who can advise, suggest and recommend to them the right selection of products that satisfies their security needs and objectives. This is another great opportunity for the certified ASSA ABLOY Key System Specialist.

You will soon complete the industries only Certified Key Systems training program and you will be able to assist any building owner, architect or distributor in the development of a secured master key system. The selling of key systems is a logical inclusion of your daily activities.

Good Luck!