

A LIFETIME OF LEARNING

In any
profession, in
any industry,
ongoing
training and
education are
vital.

Everyone in the workforce can benefit from continuing to learn throughout their career—especially those of us in a fast-paced, highly-technical field, such as security.

For security dealers, it's particularly important to keep their skills fresh and stay up-to-date on new technology so they remain experts in their field. And new dealers benefit greatly from a dealer program that puts an emphasis on training and support.

"A good dealer program spends time on developing their existing dealers, not just on recruiting," said Travis Miller, senior manager of dealer development at Monitronics International, one of the nation's largest, fastest-growing alarm monitoring companies.



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The company provides monitored security system services to residential customers and commercial clients through a network of nationwide, independent authorized dealers. "You want a dealer program that invests time helping their current dealers grow their business, instead of focusing on just getting more new dealers in the door."

New and veteran dealers can benefit from training that covers all components of a dealer's business. It's not just about sales, Miller says: "It's really about running a full-fledged business. There are so many facets of it that you just can't know it all right away."

Training is the key element that will help dealers be successful in all parts of their business, while also distinguishing them as experts and adding credibility to their efforts. With the right guidance, dealers can learn how to do faster, higher-quality installs, more effective sales visits and referral requests, better customer service, and more—all of which makes them a stronger, more polished security professional.

get started

Look for a dealer program that will provide continual support and training. For example, the Monitronics Dealer Program has established a full series of training courses, events, and webinars that is specifically designed to get new dealers up and running, while also helping veteran dealers continue to learn and grow their business.

Every new dealer is required to take Monitronics' Quick-Start Training online within 48 hours of joining the dealer program. This session covers basics like best practices, fundamental policies, and important procedures. After that comes training that teaches dealers how to place accounts in service.

The next step is the Perfect Paperwork class, run by Monitronics' regional account coordinators, or RACs. This course covers an important but often overlooked area of the business: filling out vital paperwork correctly to get funded for accounts. A new dealer's training culminates at the

ongoing education

Monitronics Experience, or MoniX, a three-day workshop at the Monitronics headquarters in Dallas. Here, dealers learn everything they need to be successful: from installation and field service to funding, sales, and marketing. They also meet each Monitronics employee that works directly with dealers, which helps them to form strong working relationships right from the start. The Monitronics Experience is held quarterly, and all new dealers are required to attend within their first six months in the program.

The Monitronics Experience also includes several teambuilding events, designed to help each new dealer connect with the Monitronics team and each other. The networking and intensive learning sessions leave most dealers feeling inspired and well-prepared for the work that comes next.

During the seminar and events, it's especially important that each dealer gets to know his or her RAC. Monitronics has a team of six RACs whose goal it is to ensure that their dealers succeed. They're available to dealers for coaching and help, statistics, market research, and more.

"Having a dedicated account coordinator is invaluable," Miller said. "They're really your everyday link to Monitronics and your best way to get a broader view of the industry and how your company's doing."

A new dealer needs stable, consistent training to get started. But ongoing training is also important, for both veterans and newly minted dealers.

"For all dealers, the importance of ongoing training can't be overstressed," said Bruce Mungiguerra, vice president of sales and dealer development at Monitronics. "It's the best way to keep your skills sharp and stay on top of new technology and developments."

Dealers benefit from a monitoring partner that offers ongoing training and support, whether through seminars, webinars, onsite meetings, or even regular phone calls. A dealer should feel that their dealer program is interested in their continued success—not just when they're new.

One way in which Monitronics keeps its dealers engaged is through weekly webinars on a broad range of topics. These are meant for everyone, but they really focus on intermediate-level skills, Miller said.

"This is really an opportunity for both new and longer-tenured dealers to gain knowledge that's going to differentiate them in the field," he said. "It's important that a dealer program has this type of training, on topics like lead-generation tactics, sales techniques, marketing your business, even things like preparing paperwork. Because that's what's going to make for a successful business."

Many new dealers can experience a sense of isolation as they get started in the fast-paced, evolving security industry. But the benefit of partnering with a dealer program is that there is always someone to ask for help.

"We have the largest national dealer-only program within the security industry," Miller said. "So you can see why it's important for us to have dedicated staff to answer their questions, provide training, and just help guide a dealer when they need it."

In addition to a team of regional account coordinators, Monitronics dealers benefit from the knowledge and experience of the company's national sales trainer, John Byrne. He handles recruiting, hiring, and training for dealers, and continually reaches out to them through webinars, on the phone, on the Monitronics Dealer Blog, and even provides an on-site training program.

"For me, it's important to help increase door-to-door sales by teaching dealers the right door approaches, and how to overcome objections," Byrne said. "I'm also enhancing and creating new training manuals that will help with field training. More than anything, though, I want to motivate dealers with a lead-by-example approach."

New and veteran dealers will benefit from a company that offers ongoing training. Be sure to find a monitoring partner that supports you at every step of the process.

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