

## Keynote Panel Focuses on Helping Customers Achieve Goals

Taking care of the customer and adapting to new technology were two of the prominent and reoccurring messages delivered at ISC West's State of the Industry Keynote presentation.

The roundtable, which preceded the opening of the exhibit floor, included Mike Howard of Microsoft; Carey Boethel of Siemens Building Technologies Inc.; Jamie Rosand Haenggi of Protection 1; and Bill Taylor of Panasonic System Networks Co. of America (PSNA). Sandy Jones, principal of Sandy Jones and Co., served as moderator for the standing-room-only, hour-long session.

"Engaging the customer to drive home the benefit of a professionally designed, installed and monitored system is critical," said Haenggi. "You have to build a relationship and help

them see the value. We have to update how we deal with customers and not be afraid to wake sleeping dogs." The latter point addresses the reluctance



**Executives from the installation and manufacturing sectors discussed industry trends and challenges at the State of the Industry Keynote presentation.**

on the part of some security dealers and systems integrators to reach out to existing customers for fear of losing the business.

To learn more about the discussion, visit [securitysales.com/ISCWest2011](http://securitysales.com/ISCWest2011).

