ISSUE 17 | MARCH 2026

Security Dealer DIGEST

RACING THE CLOCK

How the Petitbon Family Built a Sales Dynasty by Playing Faster Than Everyone Else



Mastering the Art of Letting Go: Lessons in Delegation from Wayne Alarm's Leaders
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Note FROM HQ



Mark Hillenburg, Vice President of Industry Relations

"In every healthy industry, there is an unspoken agreement among competitors, partners and stakeholders. We all benefit from shared standards, advocacy, education and credibility that no single company could build alone. That shared investment is often called civic rent.

Civic rent is the idea that if you operate in an industry and profit from it, you also have a responsibility to contribute to the systems that sustain it. Roads, schools and utilities do not exist by accident in a city. They exist because people collectively invest in them. Industries are no different. Trade associations are the infrastructure that keeps markets functioning, trusted and moving forward.

In the electronic security industry, associations play an essential role. They represent our interests, elevate professionalism and defend our ability to operate. Government relations, standards development, workforce education, research and crisis response all require sustained funding and participation. If too many companies choose to free ride, the entire ecosystem weakens.

Supporting industry associations is not charity. Associations create a neutral table where competitors collaborate on issues that affect everyone, from regulatory threats to best practices to public perception. They give smaller companies a collective voice and help larger companies operate in a more stable, predictable environment.

Our industry is fortunate to have strong leadership from what I often call the big three. The Electronic Security Association supports integrators and dealers through advocacy, education and professional development. The Monitoring Association focuses on professional monitoring, standards, compliance and public safety partnerships. The Security Industry Association represents innovation, helping manufacturers and solution providers anticipate what is next, from cybersecurity to AI.

Belonging to these associations signals long-term commitment. Membership dues, volunteer time and leadership participation are all forms of civic rent. At DMP, we believe in paying it, because a stronger industry benefits everyone. We would encourage you to join one or all as well."

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UPCOMING INDUSTRY EVENTS

2026-2027

EVENT	LOCATION	DATE
ALMO Sales Meeting	Baltimore, MD	April 7-10, 2026
ALMO NSM	Baltimore, MD	April 13-15, 2026
AFAA Fire Expo	Indianapolis, IN	April 14-16, 2026
PSA TEC	Denver, CO	April 21-24, 2026
Sonitrol National Dealers Association	Tampa, FL	April 23-26, 2026
ESTA Owners Meeting	Gulf Shores, AL	April 26-29, 2026
NetOne Marketing & Sales Best Practices	Scottsdale, AZ	April 27-30, 2026
CONNECTIONS Connected Home Conference	Santa Clara, CA	May 5-7, 2026
CAA Spring Convention	Palm Springs, CA	May 12-16, 2026
Door Hardware Institute - All Access Show	Nashville, TN	May 27-29, 2026
ESX	Irving, TX	June 1-4, 2026
National Sheriff's Association	Omaha, NE	June 8-11, 2026
InfoComm	Las Vegas, NV	June 13-19, 2026
Security LeadHER	Minneapolis, MN	June 15-16, 2026
NFPA Conference & Expo	Las Vegas, NV	June 22-24, 2026
APCO International	San Antonia, TX	August 2-5, 2026
International Association of Fire Chiefs	Kansas City, MO	August 12-14, 2026
ESX Planning Meeting	Irving, TX	August 18-19, 2026
CI/TT	Denver, CO	August 31-September 2, 2026
CEDIA	Denver, CO	September 2-4, 2026
PSA Grand Getaway	Cabo San Lucas	September 11-14, 2026
GSX	Atlanta, GA	September 14-16, 2026
NetOne Strategic Leaders Conference	Toronto, ON	September 15-18, 2026
DMP Dealer Roundtable	Colorado Springs, CO	October 5-6, 2026
CONSULT Tech Security Symposium	Kansas City, MO	October 9-12, 2026
Securing New Ground	New York City, NY	October 14-15, 2026
International Association Chiefs of Police	Orlando, FL	October 24-27, 2026
TMA Annual Meeting	Grand Cayman, CI	November 7-11, 2026
XBO	Phoenix, AZ	November 9-11, 2026
ISC East	New York City, NY	November 18-20, 2026
CAA Winter Meeting	San Francisco, CA	December 2-5, 2026
DMP Dealer Roundtable	San Diego, CA	February 8-9, 2027
DMP Owners Forum	Las Vegas, NV	April 6, 2027
ISC West	Las Vegas, NV	April 7-9, 2027
CAA Spring Convention	Palm Springs, CA	May 11-15, 2027
DMP Dealer Roundtable	Hilton Head, SC	September 27-28, 2027







Do you know of an upcoming event that is not included on this list? Submit the event title, date and location to Mark Hillenburg at ***MHillenburg@DMP.com.***



MASTERING THE ART OF LETTING GO

LESSONS IN DELEGATION FROM WAYNE ALARM'S LEADERS

In the fast-paced world of life safety and security, where alarms can mean the difference between crisis and calm, effective leadership isn't just about making decisions — it's about empowering others to make them. At a recent industry event, Michael Lordan, CEO of Wayne Alarm Systems, and Lyndsay Reid, vice president of operations, shared their deeply personal journeys in mastering delegation and empowerment. With a combined 63 years in the field, their story isn't one of overnight success but of hard-learned lessons, cultural shifts and the transformative power of trusting teams. As a 58-year-old company navigating second-generation leadership, Wayne Alarm offers a blueprint for sustaining growth without burning out.

Lordan, a 47-year veteran who started as a technician and climbed through sales and management, didn't mince words about his early missteps. "Full disclosure: I was not always good at delegating and empowering people," he admitted. For much of his career at Lexington Alarm Systems, where he spent 24 years, Lordan micromanaged, limiting the company's capacity. "We were about 7,500 accounts, growing, highly profitable — and yet we were struggling," he recalled. The silos and lack of empowerment created unbearable strain, forcing a sale. "It was sad. We limited our capacity because we didn't build the teams we should have. We didn't empower people."

The merger with Wayne Alarm in 2010 opened floodgates. Under owner Ralph Sevinor, who granted autonomy, Lordan began rethinking his approach. Implementing EOS (Entrepreneurial Operating System) was a game-changer. "I started to understand it differently and incrementally started to make those changes," he said. With a two-year window before becoming CEO in January 2025, Lordan evaluated the organization deeply. "It was really about assessing where we were. How do we sustain it and how do we scale it?" Delegation became key: enhancing decision-making, fostering teams over individuals and freeing leaders for vision-building.



Reid, who joined Lexington at 18 and advanced from monitoring center roles to operations leadership, echoed Lordan's evolution from her own lens. "I've grown up working with Mike almost my entire adult life," she said. In the small office days, delegation was natural immersion — handling service, sales and tech alongside Lordan. Post-merger, it became a challenge. "I went from working with the team that I grew up with to almost an adopted staff that I didn't know." Delegation felt unnatural; as a Type A personality, she created the "illusion" of it while controlling outcomes. "You're not going to put a task and a responsibility on somebody that you're responsible for the results for," she explained.

Yet, Reid learned to "get in people's heads," understanding strengths, weaknesses and motivations. "It forced me to set them up for successes and watch them have their light bulb moment." She shared stories of low-confidence employees blossoming into key players. "They feel like they haven't been given a chance. They're some of our strongest players now. Asking them gives them a level of empowerment and giddiness."

Their lived experiences highlight delegation's ripple effects. Lordan launched an Emerging Leadership Development Group two years ago — a two-year program blending internal facilitation and external mentoring. "We're graduating our first class in November," he said proudly. Participants produce a company newsletter, bridging departments and fostering buy-in. Other committees tackle software issues, training and quality control. "The vision for me is that everybody in the company will be part of a committee," Lordan noted. "Think about that power... It's a big impact."

Reid emphasized practical tools from her operations role. Monday.com revolutionized task management: "We have automations built in at every level. It allows us to track follow-up dates, statuses." Managing 400 installation projects, it enables two-way chats over emails, with personalized automations like daily emails for follow-ups. "It's been a game changer."

Both swear by Predictive Index (PI), a behavioral assessment tool used for 30 years. "If you're not using an assessment tool, you should be," Lordan urged. It aids hiring, management and conflict resolution. Reid recalled storming into Lordan's office: "I can't work with this person anymore." PI revealed needs mismatches. "Are we providing what that person needs to succeed?" she asked.

For coordinators craving harmony, they shifted to celebrate small wins. PI's relationship guides even mended deep rifts. "Mike's worked with people who hated each other, and now they're friendly," Reid said.

Improving delegation requires mindset shifts. "Shift your mindset, step back, let your team drive it," Lordan advised. Reid stressed building trust: "Understanding that everybody's a human... What can I take off your plate today?" Remembering personal details — like a kid's soccer game — builds rapport. "You as their leader, you have to change your approach for everybody."

Hiring and onboarding are deliberate. "We have a long, drawn-out hiring process for a reason," Reid explained. PI assessments occur early; a 90-day onboarding program provides structure. "People seem to need that. Here's how you win." Lordan mentors half a dozen employees, learning as much as he teaches. "Pretty amazing, when you sit down with people, what you find out."

Creating a delegation-friendly culture means leading by example. "Make delegation an expectation. Empower decision-making," Lordan said. A safe environment is crucial: "You make a mistake, it's going to happen 100%. How you respond to that is critical." Reid added: "Give them a different angle... Understand there are different ways to get to the same results."

Their journeys underscore delegation's personal toll and rewards. Lordan's early failures taught sustainability; Reid's post-merger challenges built empathy. Today, Wayne Alarm thrives with empowered teams. "My job's easy. It's about building vision," Lordan said. Reid: "It's so cool to watch." For leaders clinging to control, their message is clear: Let go to grow — your team, your company and yourself. ●



Lyndsay Reid, Vice President of Operations



Michael Lordan, CEO of Wayne Alarm System

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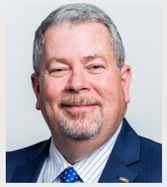
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CULTURE IS NOT A PROGRAM. IT IS THE COMPANY.



David Peebles, Vice President of Training

Company culture is often described as a set of values framed on a wall or a mission statement buried in an employee handbook. In reality, culture is far more consequential and far more fragile. It is the shared understanding of why a company exists, how decisions are made and what behavior is rewarded or rejected.

DMP's Foundations program offers a clear lesson: culture is not something that happens organically once a business is successful. It is something that must be intentionally built, taught and reinforced from the first day an employee walks through the door.

At DMP, culture is not an accessory to the business. It is the operating system.

Culture Begins Before Day One
One of the most important insights is that culture does not start with onboarding. It starts with hiring. Skills matter, but attitude matters more. DMP intentionally screens candidates for behaviors and mindsets that align with the organization's values, recognizing that technical competence can be developed but character is far harder to change.

By the time new employees arrive at Foundations, they have already been selected not only for what they can do, but for who they are likely to become inside the organization. Culture, in this sense, is preventative. It reduces future conflict, disengagement and misalignment by setting expectations early and clearly.

The Power of Origin Stories
Rather than opening Foundations with a list of rules or a corporate slogan, the program begins with our origin story. Employees learn that the company did not begin as a manufacturer but as an alarm company facing the same operational frustrations its customers face today.

This matters because culture gains credibility when it is rooted in lived experience. DMP's products are not designed in abstraction. They are built through the lens of people who have run monitoring centers, managed technicians and struggled with labor costs. Employees are taught to think like customers because the company itself was once the customer.

When people understand where a company comes from, they better understand where it is going and why certain decisions are made along the way.

Mission as a Decision-Making Tool
The mission statement is not treated as aspirational language. It is treated as a practical guide. Employees are taught that if they are ever isolated from leadership, unable to ask questions or forced to make a judgment call alone, the mission statement should be enough to guide their actions.

This approach reframes mission from marketing copy into operational clarity. It empowers employees to act decisively and confidently, knowing that alignment with the mission will be supported even if outcomes are imperfect.

A mission that cannot be used in moments of uncertainty is not a mission. It is decoration.

Values That Define Behavior, Not Just Beliefs
DMP's values are notable not because they are unique, but because they are defined with specificity. Honesty and integrity are not abstract ideals. They are described in behavioral terms. Do not lie. Do not cut corners. Do the right thing even when it costs you something.

This clarity removes ambiguity. Employees know exactly where the lines are and what will not be tolerated. Trust becomes non-negotiable. Without it, collaboration fails and culture collapses.

Other values, such as responsiveness, kindness, teamwork and profit, are similarly grounded in action. Responsiveness is framed as speed and ownership. Kindness is paired with accountability. Profit is openly acknowledged as essential, not shameful. Teamwork includes the courage to ask for help and the discipline to support decisions once they are made.

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How to Document Your Company Culture Step by Step

1. **Write your origin story (one page).** Capture how the company started, the problem it set out to solve and the moments that shaped how you operate today.
2. **Define your purpose (one sentence).** State why your company exists beyond making money. Keep it simple enough that employees can remember it.
3. **Draft a mission statement (3 to 5 lines).** Explain what you do, who you serve and how you deliver value. Make it usable as a decision filter.
4. **List your core values (5 to 8).** Choose values you will enforce, not values that sound good.
5. **Translate each value into behaviors.** For every value, document:
   - What it looks like when done well
   - What it looks like when violated
   - One real example from your company's history
6. **Create "decision rules."** Add three to six plain-language rules people can apply quickly, such as "respond fast," or "tell the truth even when it hurts."
7. **Document how you hire and onboard to the culture.** Write the interview traits you screen for and the day-one training points you teach.

   We recommend Mark Murphy's *Hiring for Attitude* as a resource for this step.

Values only matter when they shape behavior. Culture succeeds because the values are operationalized, not idealized.

Culture Reduces Drama and Increases Capacity
One of the most practical cultural lessons comes from Cy Wakeman's concept of workplace drama. When employees assign motives, dwell on perceived slights or speculate about intentions, they are not doing their work. They are consuming energy without producing value.

By teaching employees to ask simple questions, *what do I know for sure*, *how can I help* and *what would great look like*, wasted emotional labor is actively reduced. The result is not only a healthier workplace but a more productive one.

Culture, when done well, is a force multiplier. It gives companies back time, focus and trust they are already paying for.

Generosity as a Cultural Anchor
Perhaps the most distinctive element of DMP's culture is its emphasis on generosity. This is not limited to charitable giving, though the commitment to volunteerism and philanthropy is significant. Generosity is framed as a way of being.

Employees are encouraged to give time, effort and care to each other and to the community. This creates fulfillment that cannot be manufactured through compensation alone. It also reinforces the company's deeper purpose, creating jobs that support families, which in turn strengthens society.

When employees understand that their work contributes to something larger than quarterly results, engagement becomes intrinsic rather than enforced.

Culture Is the Long Game
The most important takeaway is that culture is cumulative. It is built over decades through consistent leadership, repeated storytelling and visible reinforcement. It shows up in how people are hired, trained, corrected and celebrated.

Culture determines whether employees simply follow instructions or truly take ownership. It determines whether growth creates chaos or momentum. And ultimately, it determines whether a company becomes a place people endure or a place they commit to.

For leaders, the lesson is clear. You cannot outsource culture. You cannot retrofit it after problems emerge. You must teach it before it is tested.

At DMP, culture is not what people say about the company. It is how the company behaves, every day, on purpose. ●



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RACING THE CLOCK

How the Petitbon Family Built a Sales Dynasty by Playing Faster Than Everyone Else



The race starts the moment the lead hits the inbox. There is no warning shot. No grace period. Just a green light and a clock that starts ticking whether you are ready or not. Somewhere out there, another team has the same lead, the same opportunity and the same finish line in sight.

At Petitbon Alarm Company, that moment is treated the way elite athletes treat the opening whistle. You move. You commit. You do not hesitate.

“Sense of urgency is the number one trait of a top salesperson,” Richie Petitbon said, standing alongside his son Richie Petitbon III at a recent industry roundtable. “Execute quickly. Don’t procrastinate. The enemy of success is complications.”

For more than three decades, Petitbon Alarm has operated like a championship franchise. Founded in 1991 by Richie Petitbon Sr., the company grew from door to door sales to a multi-thousand customer operation serving homeowners, businesses, government agencies and places of worship. The growth did not come from gimmicks or shortcuts. It came from discipline, repetition and a culture that treats every sale like a race worth winning.

Built Like a Team, Not a Company
Spend five minutes listening to the Petitbons and you realize they do not talk like executives. They talk like coaches and drivers and pit crew chiefs.

Salespeople are drivers. Technology is the engine. Software is the fuel. Installers and office staff are the pit crew. When one piece breaks down, the whole car slows.

“You can have speed, skill, the best tools in the race,” Richie Petitbon III told the room. “But none of it matters without the culture.”

That culture starts at the top. Leadership sets the tone, not with slogans but with behavior. At Petitbon Alarm, leadership is visible, demanding and personal. People are trained to win, trusted to execute and expected to follow the process every single time.

When people feel valued and part of something bigger than themselves, momentum builds. Momentum, like confidence in sports, is contagious.

The 15 Minute Rule
Every winning team has a play they can execute under pressure. For Petitbon Alarm, it is simple.

> *Sense of urgency is the number one trait of a top salesperson. The faster we respond, the better our chances of winning.*

When a lead comes in, the salesperson calls within 15 minutes.

Not an hour. Not tomorrow. Not after finishing another task. Fifteen minutes.

That call sets everything in motion. The appointment is scheduled for today or tomorrow. Expectations are set. A proposal is promised the same day Hesitation is not an option.

“The faster we respond, the better our chances of winning,” Richie Petitbon III said. “It all comes down to urgency.”

In a crowded market, speed separates closers from everyone else. Customers remember who showed up first. They remember who made them feel important. And they remember who followed through.

The Petitbon Personal Experience
Winning races is not just about speed. It is about style.

At Petitbon Alarm, every sales interaction is layered with personal touches that feel old school in the best possible way.

Before the appointment, a handwritten note is mailed, thanking the customer for the opportunity. After the appointment, another note goes out. Sometimes there is a T-shirt. Sometimes a hat. Sometimes a tote bag. Always something tangible that reminds the customer there is a real person behind the proposal.

It is not about spending money. It is about standing out.

“Everybody gets bills in the mail,” Richie Petitbon Sr. said. “Nobody gets handwritten notes anymore. When they do, they remember you.”

The proposal follows the same day. No delays. No excuses. By the time competitors are still organizing pricing, Petitbon Alarm has already crossed another checkpoint in the race.

Stock the Garage Before the Green Light
Elite teams prepare before the race begins.

Petitbon Alarm stocks equipment aggressively. Door transmitters, keypads, cameras, readers — everything needed to install without delay.

Waiting on equipment is like sitting in the pit while everyone else flies by.

“When you have the parts ready, you can install fast, serve fast and win fast,” Petitbon III said.

That readiness allows the company to move when customers are ready, not when supply chains catch up.

Fueling Speed With Simplicity
Behind the scenes, Petitbon Alarm runs on a single platform that acts as its fuel. Leads, proposals, billing, monitoring integration and service scheduling all live in one system.

The result is confidence. Salespeople do not need to ask permission or hunt for pricing. Everything is preloaded. Everything is approved.

That simplicity removes friction. Friction kills speed.

“When you complicate things, you slow down,” Petitbon Sr. said. “We refuse to slow down.”

The Power of the Resend
Every team needs a comeback strategy. Petitbon Alarm has one, and it is deceptively simple.

Resend the proposal.

One month. Three months. Six months. A year.

Life happens. Customers get distracted. Deals float.

“When we resend, about 10 percent close every single time,” Petitbon Sr. said. “Free deals. Just hit resend.”

It works because it respects reality. The customer was interested once. They just needed a reminder.

With modern software, resending takes minutes instead of hours. The return is undeniable.

Trust the Pit Crew
Sales may start the race, but technicians often finish it.

Installers are trusted voices inside the home and business. Petitbon Alarm treats them like revenue drivers, not order takers.

Technicians are trained to bring additional equipment into the space, not to pitch, but to create curiosity. A camera on the counter. A doorbell on the table. A motion sensor within sight.

Conversation follows. Add-ons happen naturally.

Last month alone, technician upsells generated more than $80,000 in additional revenue.

“You do not even have to sell,” Petitbon Sr. said. “Just put it on the counter.”

All In, Every Time
One of the most striking elements of the Petitbon philosophy is the absence of limits.

There is no budget for how much time or effort to spend on a deal. No calculation of odds before committing.

“We go all in,” Petitbon Sr. said. “Every sale is the Super Bowl.”

That mindset removes hesitation. The expectation is to win. The process is followed. Mistakes are allowed. Lessons are learned.

Failure is not feared. It is part of the training.

Why It Works
The Petitbon approach works because it mirrors elite sports.

Clear roles. Repetition. Preparation. Accountability. Trust.

It is not about being the biggest. It is not about having the flashiest tools. It is about moving with purpose and refusing to lift off the gas.

As Richie Petitbon III put it, quoting a line that drew laughter and nods across the room, “If you ain’t first, you’re last.”

At Petitbon Alarm, that is not bravado. It is a standard.

And standards, like championships, are earned one race at a time. ●







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DMP TRAINING OPPORTUNITIES

With our vast world-class training options, you and your employees can gain intensive product knowledge, sales insights and leadership training through online courses or in-person training at DMP Headquarters.

TECHNICIAN BOOTCAMP

Hosted at DMP Headquarters, this bootcamp is designed to immerse technicians in DMP products and culture. Hands-on training labs are geared to dealer technicians who have basic alarm installation experience, basic computer skills and mobile app exposure.

ADVANCED TECHNICIAN BOOTCAMP

For those who want a greater understanding of DMP's higher level programming. Technicians who passed our Technician Bootcamp are invited to take this course, hosted at DMP Headquarters.

TECH TRAINING TOUR

The Tech Training Tour is designed to immerse technicians in DMP products and programming. Hands-on training labs are geared to dealer technicians who have basic alarm installation experience.

FAST TRACK TRAINING

Keep new technicians and staff up to speed without slowing down your operation. This three-day, live-streamed series runs from 9:00 a.m. – 4:00 p.m. each day and can be attended in full or by selecting only the product sessions that matter most.

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SOFTWARE TRAINING

Instructor-led, on-site training for your team. These courses provide an understanding of the basic features, how programming affects the systems and the correct way to program each software. Much of the software training can also be accessed online, still instructor-led.

END USER TRAINING

Instructor-led, on-site training for your team. These courses engage technicians, programmers and salespeople with end user training from a keypad and Virtual Keypad. Virtual Keypad webinar training for Access Control is also available.

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CLOSER'S CORNER

WE MUST ASK OURSELVES...WHAT'S MY STORY?

You know, a good story has a beginning, a middle and an end. So does a good sales presentation, although these parts are called:

- The Opening
- The Presentation
- The Close

THE OPENING
In selling, it's often better to start with the ending of the story. That means we define the client's version of a "happy ending" as our starting point. Then the other elements fall into place. You begin with the results the client wants from the situation they are in.

So defined, what is the happy ending? When you keep the answers to the following two questions in mind, the sales presentation is merely an explanation of how the happy ending is achieved:

1. What do you want in a security system?
2. What would having that benefit do for you?

You need to focus on specific goals. Their desired results must be specifically incorporated into your story. Providing the prospect with a specific goal to be achieved allows their mind to focus on the positive end results they previously identified. Their goals become the target at which your solution/ presentation is aimed.

THE PRESENTATION
Now let's take a look at effective presentation features. There are three areas you must understand and be able to do:

What you say – The prospect will buy or not buy largely on the strength of what you say. Your content must relate to solving their identified problems and needs. If not, they will not be interested.

How you say it – Use glamour words. What are glamour words? Words that are commonly known but uncommonly used. Words like discovery. Tell your prospect you wish to share a discovery with them. Add words such as exciting, dynamic, challenging, opportunity, investment and complimentary. You also need to use words the prospect wants to hear, like... new, proven, safety, savings and involved. It is important that you understand this and become good at it.

What you show – This is crucial. Too many times salespeople ineffectively try to explain how or what a product looks like. They say things like, "Well, Mr. Prospect, it's about this big, and we put it up in the corner..." Is that the way you describe a motion detector? The answer must be NO. Remember, a picture is worth a thousand words. Would you rather have someone try to describe something, or would you rather see a picture of it?

Get the prospect involved. Hand them something. Use demos or other types of equipment. I guarantee the prospect will take whatever you hand them. The more people are involved, the more they take ownership.

THE CLOSE
And finally, get the decision. This is why you are there. The definition of a close is getting a decision. If the answer is no, that is okay. Many salespeople think a no is a failure. They think if the customer says no, it is a rejection of them. And it is not. It just means the customer needs more information.

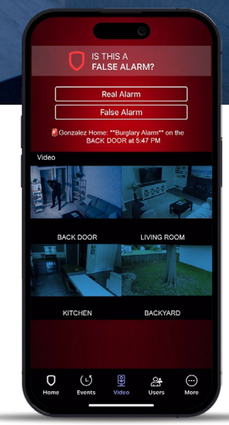
A true sales professional understands that their job is to get the customer to make a decision: yes, no or a continuation. What is a continuation? Well, in commercial, a continuation is an additional meeting. But take note, a date must be set and the prospect must be aware that you will be involved in the process. Without this involvement, you are giving the business to someone else after you put your hard work and effort into it.

If it is left hanging, that is not getting a decision. So, get over your thought process that if you try to close a sale it puts you in a position where you are not liked. Let me tell you now, you already are not liked. How many people do you know who like or trust salespeople? Why? Because there are so many people in sales who do not do their job right. Don't be one of them. You do it right and you will reach the finish line!

And always remember, if you don't make the sale, YOU work for free. ●





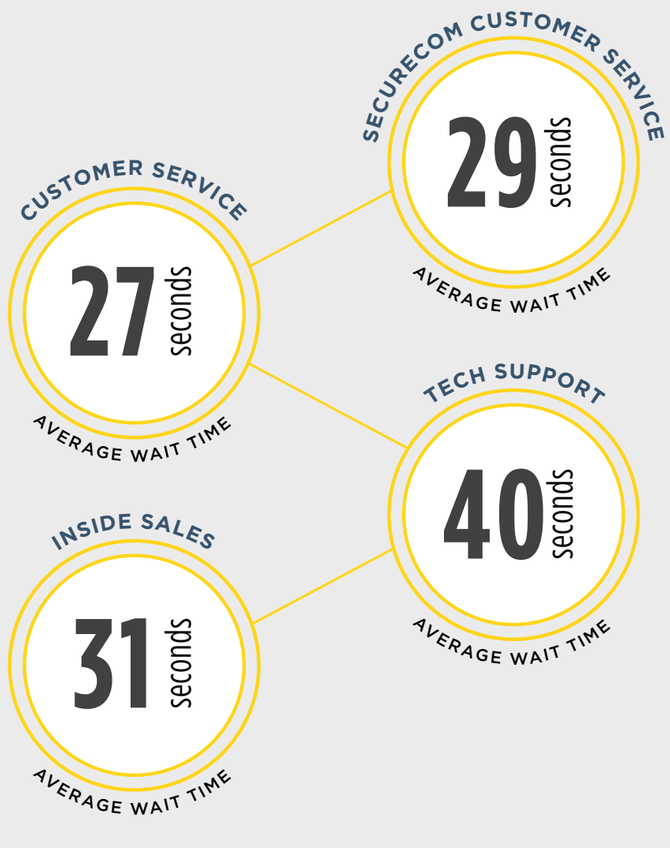


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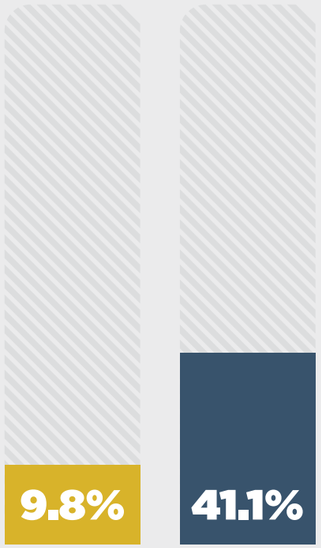


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How Monitoring Centers Can Actively Deter Intruders

The Security Industry Association (SIA) states, "In the past five years, 60% of companies have reported encountering physical security breaches." The National Retail Federation (NRF) found that retailers experienced a 90% increase in dollar loss due to shoplifting in 2023 versus 2019. With online outlets making it ever easier to sell stolen goods, organized retail crime has become an increasingly urgent issue. Despite these staggering statistics, it's estimated that only 22.5% of businesses and homes in North America have professionally monitored alarm systems.

To combat this ever-present threat, retailers are looking to their security partners to improve video surveillance and other security measures. The opportunities — and responsibilities — are significant.

Retail Companies Increase Security Budgets
Video surveillance has long been a matter of reviewing an event after the fact, when it's too late for anything to be done. But with recent enhancements in technology, surveillance is becoming an important tool in not only prosecuting these crimes, but deterring them from happening in the first place. And companies are taking note. Being able to provide more detailed, more accurate information to resources like monitoring centers and law enforcement is a high priority. The NRF stated, "Retailers are devoting considerable resources to prevent the victimization of their employees, guests and organizations. They are boosting their budgets for loss prevention and technology."

In other words, many companies are taking the initiative to prevent theft by upgrading their security systems.

The Effectiveness of Video Analytics
Video monitoring with advanced analytics is becoming a necessary tool. Video analytics give businesses the ability to respond to critical events rapidly — even proactively — while diminishing the need to have personnel in harm's way. These enhanced technologies make a significant impact in reducing theft.

XV Gateways with AlarmVision® transform existing cameras into intelligent motion detectors. AlarmVision uses real-time video analysis of the event to determine the subject of the motion before sending the alarm. This virtually eliminates false alarms, so monitoring centers and end users receive notifications that matter. Advanced analytics such as detecting people or vehicles loitering, unwanted direction of travel — or even movement across a set line in a camera's field of view — give security companies and property owners greater awareness of potential breaches. The detection can trigger alarms, keypads, sirens, lights and loudspeakers, even before an intrusion has occurred.



The Power of 2-Way Audio
XV Gateways also support 2-Way Audio, which empowers monitoring center operators to interact directly with people on-site. The SIA states that 2-Way Audio "can prevent situations from escalating and often serves as an effective deterrent."

By combining AlarmVision with 2-Way Audio features, monitoring centers can actively deter intruders and let them know security is being enforced. ONVIF-compliant IP speakers can be assigned to specific cameras during programming. Enabling 2-Way Audio gives monitoring center operators more tools to deter theft or trespassing:

- Operators can speak and listen through one or all supported audio devices
- Operators can easily aid first responders once they arrive by communicating through the on-site speakers
- Pre-recorded audio clips can be broadcast by the operator or automatically upon detection. The pre-recorded clips that are available include warnings against trespassing and loitering.

2-Way Audio Improves Alarm Response
The Monitoring Association has developed AVS-01, a classification system to aid law enforcement in prioritizing alarm response. It outlines five levels of urgency:

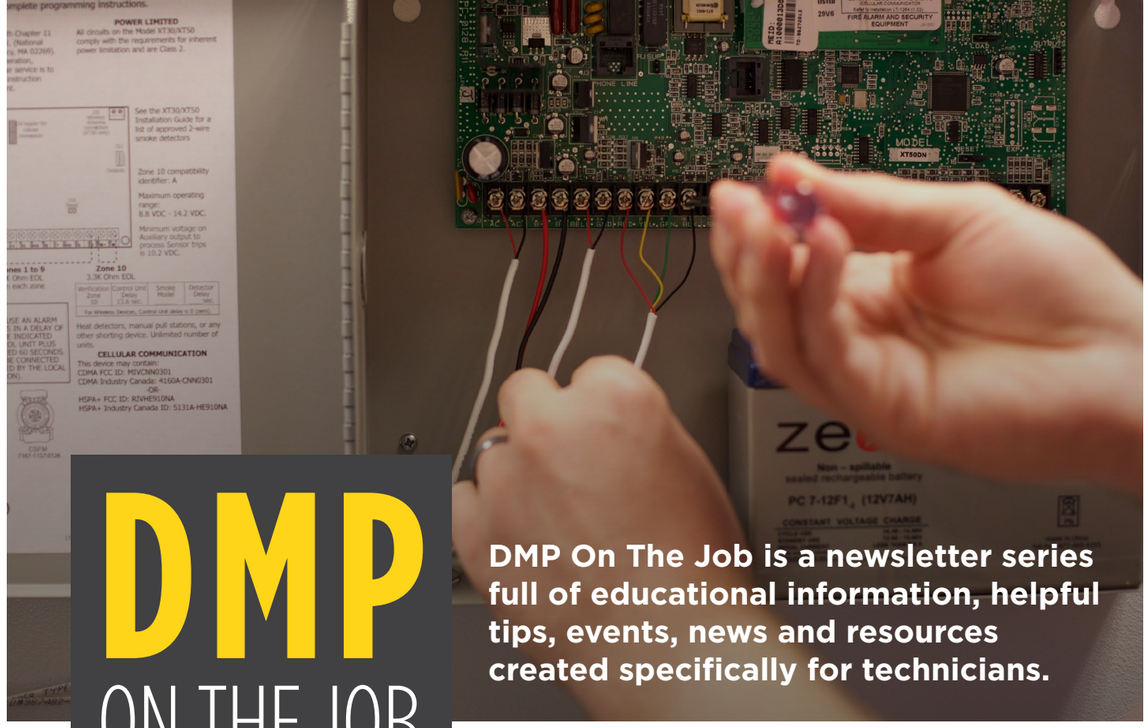
- **Alarm Level 0:** No Call for Service
- **Alarm Level 1:** Call for Service with limited to no additional information
- **Alarm Level 2:** Call for Service with confirmed or highly probable human presence with unknown intent
- **Alarm Level 3:** Call for Service with confirmed threat to property
- **Alarm Level 4:** Call for Service with confirmed threat to life

Under the AVS-01 protocol, the presence of 2-Way Audio can significantly enhance an operator's ability to verify an event in progress. By providing real-time audible context — such as voices, threats or interaction with suspects — 2-Way Audio supports higher AVS-01 classification levels (such as Level 3 or 4). These higher levels are more likely to be prioritized, with escalated responses from law enforcement, putting them at the scene where they're needed even faster.

How 2-Way Audio Helps Elevate AVS-01 Scores
2-Way Audio allows a monitoring center to:

- Hear voices, threats or suspicious behavior, even when video is inconclusive
- Directly engage with suspects, confirming their presence
- Receive verbal responses from authorized users (helping rule out false alarms)
- Alert suspects via voice challenge, which may provoke a reaction helpful for assessment

With technologies like 2-Way Audio and AlarmVision, alarm companies can expand their customers' protection beyond the walls of their buildings. The powerful combination of these video solutions can help businesses get ahead of criminal activities. Real-time context supports a higher AVS-01 classification, which signals to law enforcement greater urgency and confidence in the threat. ●



DMP ON THE JOB

DMP On The Job is a newsletter series full of educational information, helpful tips, events, news and resources created specifically for technicians.

APEX SERIES MULTI-TECHNOLOGY READERS AND DIGITAL KEY

In the past few months, we have focused on all the access control systems DMP offers. Two important components of every access control installation are the reader and credential. These components allow the user to access restricted areas on the system. This article will cover the most recent access control reader and credential releases from DMP.

Apex Series Multi-Technology Readers
The Apex Series Multi-Technology Readers come in three models that each offer a modern aesthetic and state-of-the-art feature set; a mullion mount, a single-gang and a single-gang with pin pad. Integrated DMP workflows and credentials for Proximity (125kHz), Smart (13.56 MHz) and NFC Digital Key enable customers to set their migration path to secure credentials and ecosystems. These readers are fully OSDP compliant, supporting OSDP and Wiegand communications over the same wires.

This means that planning a migration to secure OSDP communication is made simple. With an Apex Series reader, your existing door controller and panel configuration will continue to operate using Wiegand communications as needed. Using WaveLynx OSDP Auto-Detect features, the same Apex Series readers will automatically detect and convert to using OSDP Secure Channel Protocol once the panel/door controller is upgraded or configured for OSDP, eliminating the need to rewire or reconfigure the reader.

For customers looking to transition from prox credentials to more secure credentials like the MIFARE DESFire EV3 or the Digital Key, Our Apex Series readers support using each of these technologies at the same time. This allows you to migrate users from their prox credential to higher security credentials in whatever phased rollout is needed. Access control operations will continue to support all credentialled users throughout a credential rollout process.

> **Which credentials can I use with DMP products?**
>
> A wide variety of credentials are available to meet your customer's needs, whether they prefer cards, key fobs or mobile credentials.

Digital Key
Instead of keeping track of a key fob or card, many people prefer using their smartphones to secure their digital credential. You can give Android and iOS customers the convenience they prefer with a DMP Digital Key loaded on their NFC-enabled smartphone. This allows the smartphone to function as a secure and contactless credential, providing electronic access control for the reader to authenticate or deny access.

High-security encryption technology, combined with DMP credential encoding and the smartphone device's native security parameters, protect the user's Digital Key and ensure uniqueness. Unlike traditional prox cards, mobile credentials are nearly impossible to copy or clone and are less likely to be lost or stolen. In that case, you can immediately disable the credential from Dealer Admin or Virtual Keypad.

The Apex Series Multi-Technology Readers with Digital Key provide a secure and easy-to-use approach to access control. Using NFC technology, a short-range wireless technology that enables communication between devices, the mobile device will operate with the reader on phones that do not have the Virtual Keypad app installed — and even when the phone has run out of power. An even simpler, hands-free experience is available if the user enables a smart watch with their Digital Key.



Enabling Digital Key
This section covers how an Administrator purchases a Digital Key for a customer in Dealer Admin. These steps should be completed after the compatible NFC multi-technology reader is installed. To purchase and issue a Digital Key in Dealer Admin, you need an **Administrator** role.

Dealer Admin
To enable a pool of reusable Digital Keys for a customer, refer to the steps below:

1. Go to **Customers**.
2. Select the customer name.
3. At the top of **Customer Summary**, select **Edit**.
4. Scroll to the bottom of the page. Go to **Digital Key** and select the checkbox to enable the credentials.
5. Next to **Number of Credentials**, use the plus + and minus – buttons to adjust the number of reusable credentials you want to enable.
6. In the **Select Which System to Bill** drop-down menu, select the system you wish to invoice the credentials to for a recurring monthly charge.
7. At the top of the page, select **Save**.
8. Notify your customer that you completed their purchase.

If you wish to delete a system that is set as the current billable system, you will be prompted to choose a new system to invoice the credentials for a monthly charge.

To choose a new billable system, complete the following steps:

1. Go to **Customers**.
2. Select the customer name.
3. In the row of the system that you want to delete, select the **More** icon.
4. Select **Delete**.
5. If the system is set as the current billable system, a dialog box displays to choose an alternative system for the Digital Key to be billed to.
6. In **Digital Key**, select the new system to invoice the monthly charge in the drop-down menu.
7. Select **Save** to delete the current system and set the new system to bill the credentials to.

Virtual Keypad
Customers with **Administrator** level authority can assign mobile wallet credentials to users. To create a mobile credential app user, refer to the steps below:

1. In the menu, select **Users**.
2. Add or edit a user.
3. In **Type**, select **Digital Key**.
4. Select **Text** to send the Digital Key to the user's phone number. Select **Email** to send the Digital Key to the user's email address.
5. By default, new credentials apply the same user profile or group that is assigned to that user. To disable this option and manage codes and credentials manually for profiles, tap the box next to **Apply the same profiles to all user codes and credentials**. For groups, tap the box next to **Apply the same groups to all user codes and credentials**.
6. Verify that **Active** is turned on. An inactive user's code or credentials do not work.
7. Tap **Back**.
8. Tap **Save**.

Bind a Credential to Your Device
Before using your device to access a door, bind the credential that was assigned to you to that device:

1. Check for an email or text that a Digital Key has been assigned to you.
2. Select the link to the email or text to add the Digital Key to your wallet.
3. A credential displays. Select **Add to Wallet**.
4. Once you are redirected to the Apple® or Google® Wallet page, add the credential to your device. A message appears to confirm that the credential was successfully added to your wallet.

Use the Credential
After you've bound the credential to your device, you're ready to use your device to access a door with a compatible reader:

1. The LED is red or off when the reader is idle. Move into range and present your device to the reader. Your credential works even if your device is locked or the screen is turned off. If your device is powered down due to low battery, it can still work up to five hours.
2. If access is granted, the reader's LED turns green and the door unlocks. If access is denied, the LED turns red, the door remains locked and the sequence starts over. ●

TECH SUPPORT REPRESENTATIVE SPOTLIGHT



ZACH COSBY

What do you enjoy most about working in Technical Support?
I enjoy the problem-solving and the comradery between the other representatives. It is one of the best parts of the job.

Which DMP products are you specialized in?
I specialize in takeover modules, mainly the CellCom, DualCom and the 736V V-Plex Interface Module.

How long have you worked at DMP?
I have worked at DMP since November 20, 2024.

What is your favorite DMP Value and why?
My favorite DMP value is Kindness because it is easily reciprocated on the "front lines" in Tech Support. Our dealers enjoy using our products because of how much we care about our relationship with them and how kindly we treat them.

A little about me:
Life is all about experiences, so I take any chance I get to volunteer, travel or spend time with friends. I went to Ole Miss for my undergrad, where I learned the fine arts of computer science, southern hospitality and eating fried everything. I'm an avid pickleball player, so you'll find me on the court anytime I have free time.



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Why Being a Sales Manager Does Not Have to Be Miserable

Sales management has a reputation problem.

It is often portrayed as a punishment for success, a role where top performers are promoted into stress, frustration and long days of chasing people who should already know what to do. Many sales managers secretly wonder if they made a mistake saying yes to the job.

Gretchen Gordon knows that feeling well. She has lived it. And according to her, the misery that so many sales managers accept as normal is not inevitable. It is optional.

“Your life as a sales manager does not have to suck,” Gordon told a room full of security industry leaders, speaking with the conviction of someone who has been there and figured a way out.

The problem, she explained, is not the people. It is not the market. And it is not even the

pressure to grow revenue. The real issue is mindset, combined with a lack of training for one of the most important roles in any organization.

From Top Producer to Unhappy Manager
Like many sales leaders, Gordon was promoted because she was good at selling. She was not prepared for the emotional whiplash of suddenly being responsible for everyone else's results.

She worried constantly about having all the answers. She dreaded sales meetings. She second-guessed herself in front of tenured reps who seemed skeptical of her authority. She cared too much about being liked and not enough about doing what the role required.

"I was listening to the voices in my head instead of focusing on the mission," Gordon said. "And the mission is to drive sales through your team, not for them."

That distinction is everything.

Sales management is not about personal performance. It is about enabling others to perform. Until that mindset shift happens, even the most talented sellers will struggle as leaders.

The Hidden Crisis in Sales Leadership
Gordon's experience is far from unique. The data is brutal.

Sixty percent of sales managers are not proficient at holding their teams accountable to the right behaviors. Ninety-five percent are not proficient at coaching and motivating their people. Many do not even realize what they are missing because they have never been trained to do the job.

Sales leaders are often promoted and then left to figure it out alone. Asking for help feels risky. Admitting uncertainty feels like weakness. So they suffer in silence, hoping effort alone will compensate for lack of clarity.

That is how burnout happens. And it is why so many organizations struggle with inconsistent sales performance, high turnover and overreliance on one or two "hero" sellers.



The Four Pillars of a Happy Sales Manager
Through years of coaching and analysis across thousands of sales teams, Gordon has identified four core competencies that separate frustrated managers from effective, fulfilled leaders.

Motivating Through Goal Setting
Most managers assume salespeople are motivated by money. The reality is far more nuanced. Gordon's data shows that roughly two-thirds of salespeople are not primarily money motivated. Many are driven by personal achievement, growth, stability or purpose.

When managers rely solely on commission plans to drive behavior, they miss the deeper drivers that actually move people to action.

The solution is personal goal alignment. Managers must understand what each salesperson wants out of life and help connect daily activity to those goals. When salespeople can see how their work fuels something meaningful to them, motivation becomes intrinsic rather than forced.

Accountability
Accountability is often confused with micromanagement, but they are not the same thing. Micromanagement is control. Accountability is commitment.

In a healthy system, salespeople define what they are going to do,



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how often they are going to do it and why it matters to them. The manager's role is to hold them accountable to the commitments they made, not to issue constant directives.

This shift reduces stress for both parties. It moves conversations away from judgment and toward ownership. And it creates clarity around why results are happening or not happening.

Coaching That Actually Works
The third pillar is coaching, and it is where many managers struggle most.

Coaching is not rescuing deals. It is not telling people what to do. And it is not proving how smart you are. Coaching is about helping salespeople think better so they can perform better on their own.

The data is clear. Sales managers who coach effectively increase their team's performance by 16 percent. Those who spend at least half their time coaching see a 28 percent increase. Combine quality and quantity, and performance can jump by nearly 50 percent.

Yet most coaching conversations focus on encouragement, pricing or product details. While those have value, they do not challenge salespeople to grow.

Effective coaching sounds different. It asks questions instead of giving answers. It forces reflection. It helps salespeople diagnose their own gaps, whether those gaps are in activity, skill or confidence.

When managers stop being the hero and start being the guide, salespeople become more capable and more confident.

Hiring and Onboarding With Intention
The fourth pillar is hiring and onboarding.



Many sales managers dread hiring because it feels risky and time-consuming. As a result, they rely on gut instinct, personality fit or urgency to fill seats. That approach fails more often than it succeeds.

According to Gordon, gut instinct is only right about 14 percent of the time. That means leaders are wrong far more often than they realize when they hire based on comfort instead of capability.

Strong sales leaders hire skeptically. They ask hard questions. They test for prospecting ability, resilience and coachability. And before the hire is made, they already have a clear onboarding plan in place.

Onboarding should not be shadowing the top performer and hoping for the best. It should be structured, time-bound and outcome-focused. New hires need to know exactly what success looks like and what they are responsible for owning.

When hiring and onboarding are done well, managers spend less time fixing problems and more time developing potential.

Building a System, Not a Hero Culture
One of the most dangerous patterns Gordon sees is overreliance on one top salesperson.

In many organizations, 30 percent of revenue comes from a single individual. In some cases, the top performer outsells the rest of the team by ten times. While impressive, this creates enormous risk.

The solution is not to diminish top performers. It is to raise the middle.

That requires systems, not shortcuts. Clear processes. Defined metrics. Leading

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indicators that predict success, not just lagging indicators that explain failure after the fact.

Sales managers must focus less on closed deals and more on the behaviors that create them. Activity, qualification, decision-maker access and value conversations matter far more than bloated pipelines and hopeful forecasts.

When systems replace heroics, growth becomes predictable and scalable.

The Role of Mindset
Underlying all of this is mindset.

Sales managers bring their fears, beliefs and habits into the role, often without realizing it. The need to be liked. The discomfort with confrontation. The tendency to avoid hard conversations. These internal barriers quietly undermine effectiveness.

Gordon is candid about her own struggles. She stepped away from sales management because she did not understand the role or herself. It took reflection, mentorship and deliberate change to rebuild her approach.

The lesson is simple but powerful. To lead others well, you must be willing to work on yourself first.



Gretchen Gordon presenting at the 2025 DMP Sales Leaders Roundtable in Panama City Beach, Florida.

Why It Is Worth It
Sales leadership is hard. It is messy. People bring their whole lives to work, and sales performance is visible in ways few other roles experience.

But when done well, the impact is enormous.

Confident salespeople create stable income for their families. Strong teams drive company growth. Healthy organizations serve customers better and strengthen communities.

That ripple effect is why Gordon believes so deeply in the role.

"We save the world one sales team at a time," she said, only half joking.

Being a sales manager will never be easy. But it does not have to be miserable.

With the right mindset, the right skills and the willingness to lead intentionally, it can be one of the most rewarding roles in business.

And yes, you can be happy doing it. ●

TECHNICAL UPDATES

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A Unified Voice for Public Safety: Grady Medcalf Outlines SIAC's Next Chapter

BY DAVID MARGULIES

The Security Industry Alarm Coalition (SIAC) occupies a unique position in the public safety landscape. It represents not just one slice of the electronic security industry, but a coalition that includes dealers, monitoring centers, manufacturers and the associations that support them. That unified structure gives SIAC credibility in the rooms where alarm policy is shaped, from city halls to police headquarters.

With Grady Medcalf stepping into the role of chair, SIAC enters a new chapter focused on continuity, collaboration and modernization.

A Coalition with Credibility
"What excites me most," Medcalf explains, "is that SIAC truly represents the entire security ecosystem." When SIAC speaks, he says, it does so as a unified voice focused on responsible alarm management and measurable public safety outcomes. That breadth, he believes, strengthens relationships with policymakers and law enforcement alike.

Medcalf succeeds Tim Creenan, who played a significant role in strengthening SIAC's internal structure and industry relationships. Medcalf is quick to acknowledge that foundation. "Tim did an outstanding job positioning SIAC for the future," he says. The appointment of Steve Keefer as executive director has further solidified SIAC's engagement with law enforcement nationwide.

Medcalf's goal is "continuity with momentum," expanding education, reinforcing best practices, and ensuring SIAC remains the trusted resource for jurisdictions grappling with alarm-response challenges.

Why Alarm Management Matters More Than Ever
Across the country, law enforcement agencies are operating under extraordinary resource pressure. In that environment, unnecessary dispatches do more than consume time — they strain budgets, reduce efficiency and can undermine public trust.

"Effective alarm management is about better responses," Medcalf says. Reducing false alarms ensures officers can respond more quickly and confidently when real emergencies occur. In his view, this is not about limiting police response; it is about strengthening it.

Technology Will Change the How, Not the Why
From artificial intelligence to drones responding to calls for service, technology is reshaping how alarms are verified and evaluated. But Medcalf believes SIAC's mission remains constant.

"Whether confirmation in the future involves AI analytics, video or drones, the core question remains the same: does this improve accuracy and public safety?" he asks. SIAC's role, he emphasizes, is to help both law enforcement and the industry apply emerging technologies responsibly and realistically.

Proven Strategies That Work
While technology evolves, the fundamentals of alarm management remain grounded in data and best practices. The Model Alarm Ordinance continues to serve as a blueprint for effective policy. Strategies such as Enhanced Call Confirmation, escalating fines when appropriate, addressing chronic abusers, user education, proper system design and ongoing training consistently reduce false alarms without compromising safety.

"When these practices are applied together, false alarms drop dramatically," Medcalf notes.

He rejects the notion that reducing false alarms conflicts with the industry's mission to protect life and property. "It's not a tradeoff, it's alignment," he says. Accurate alarms protect communities more effectively than frequent false ones.

Strengthening Law Enforcement Partnerships
A core pillar of SIAC's work is maintaining strong relationships with law enforcement. Under Medcalf's leadership, he envisions deeper collaboration, especially at the local level.

SIAC will continue assisting departments as they evaluate ordinances, navigate emerging technologies, and implement policies that reflect current realities rather than outdated assumptions about alarms.

Local alarm companies, Medcalf believes, play a critical role in that partnership. "They're on the front lines," he says. Proactive engagement, sharing data, supporting training and addressing concerns early builds trust and prevents conflict before it arises.

A Board Designed for Balance
SIAC's board structure includes representatives from CANASA, CSAA, ESA, and SIA. That diversity ensures technical, operational and regulatory perspectives are considered together.

"It allows SIAC to develop solutions that work in the real world, not just on paper," Medcalf explains.

His own career focuses on regulatory compliance and licensing reinforces the importance of consistency, clarity and accountability. Ordinances work best, he argues, when they are practical, enforceable, and developed collaboratively.

The Road Ahead
Looking forward, Medcalf identifies several priorities for his term: expanding law-enforcement outreach, promoting modern verification standards, supporting reasonable ordinance reform, and ensuring SIAC remains the leading authority on alarm management best practices.

He calls on alarm dealers, monitoring centers, and manufacturers to actively support SIAC's mission by adopting best practices, educating customers, sharing data and engaging constructively with local authorities.

"The industry is committed to being part of the solution," Medcalf says. "We share the same goal: safer communities and effective use of limited resources."

For Medcalf, serving as chair is both an honor and a responsibility. SIAC, he notes, sits at the intersection of public safety, technology, and policy. Strengthening trust between the security industry and law enforcement is not just a professional objective; it is a personal commitment.



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Understanding the Threat
Tech-savvy criminals are using cellular signal jammers to attack alarm systems.

Organized criminals target high stakes locations such as jewelry stores, financial institutions and residences, using cell jammers to disrupt the security system's communication. When jammed, alarm signals to the monitoring center are blocked, so authorities may never be dispatched, leaving business owners, employees and customers vulnerable.

The High Cost of Cell Jamming
The use of illegal cellular jammers in the U.S. is on the rise — by over 800%, according to the U.S. Department of Homeland Security. The potential losses are incalculable. These jammers can fit in a backpack and render a security system's cellular communication useless. The big problem? Cellular jamming devices have been difficult to detect — until now.



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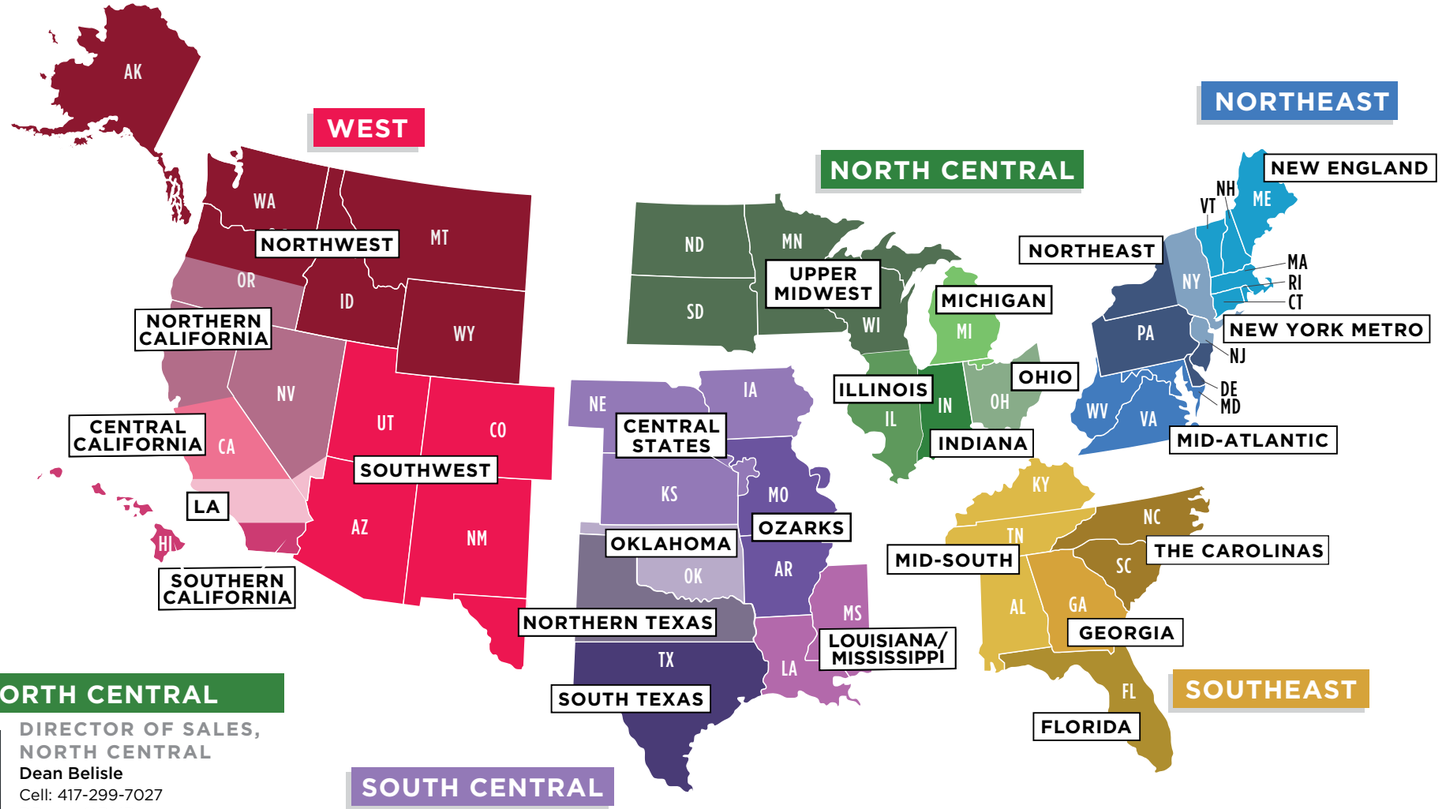


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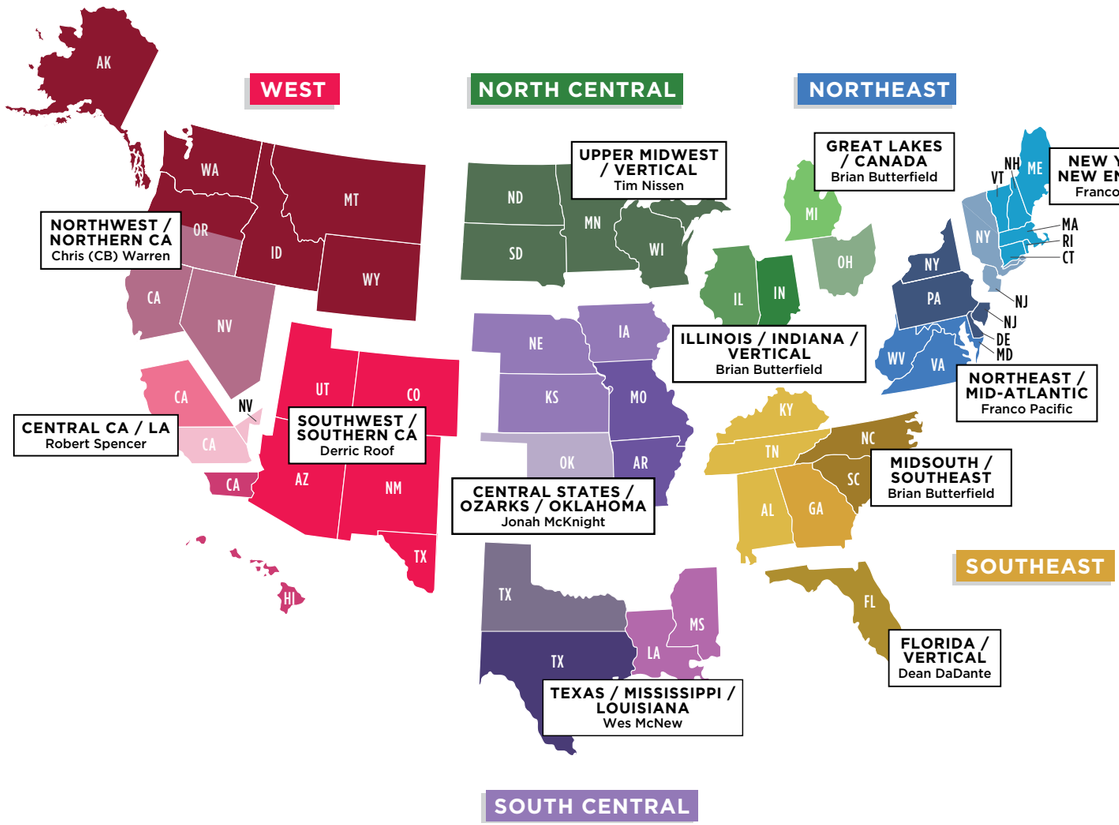
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SECOND PLACE
Derek Norvell, Specification Engineer







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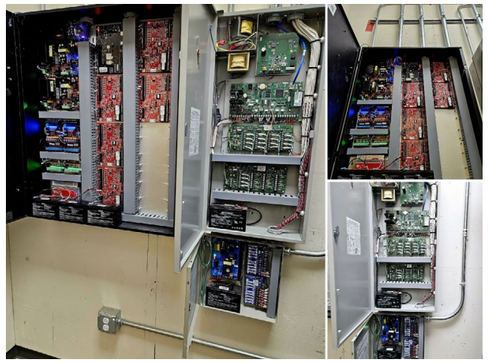
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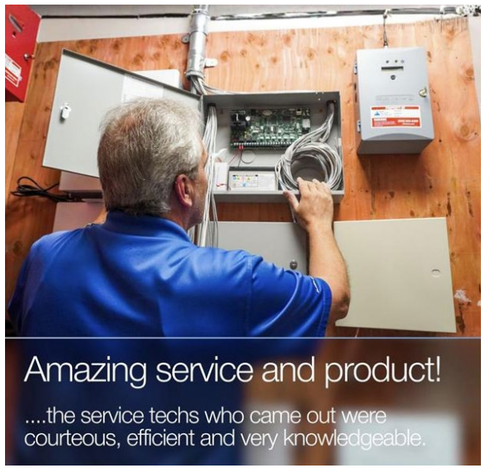


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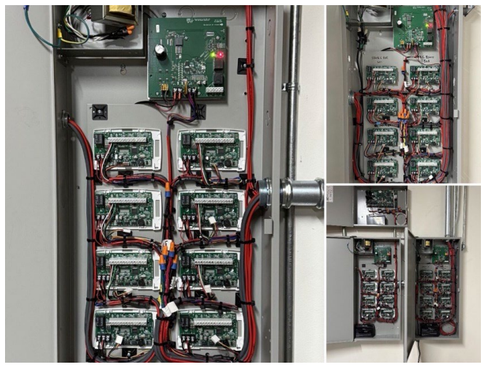
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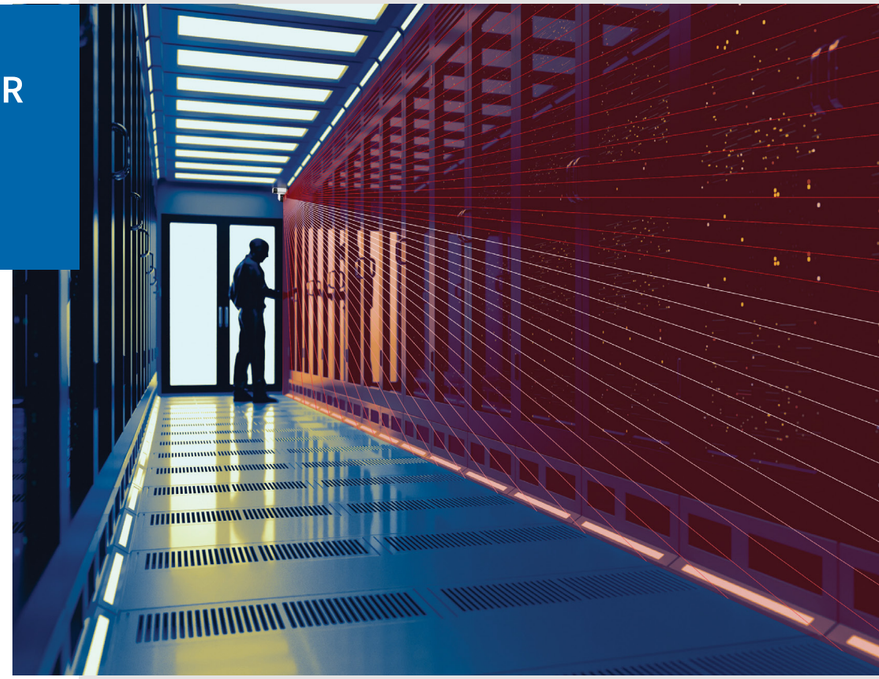
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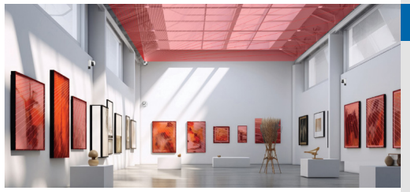
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Welcome TO THE TEAM



Ken Francis

Executive Vice President of Video Solutions

Ken Francis, former president of Eagle Eye Networks and CEO of Actuate, has joined the company to focus on the continued unification of DMP's products with video surveillance and artificial intelligence.

Francis is a seasoned security-technology executive with more than 20 years of experience leading global product, go-to-market and channel expansion to commercialize cloud and vision-AI solutions. He has scaled global partner ecosystems, transitioned businesses toward recurring revenue models and translated advanced technologies into deployable services for operators and monitoring centers.

"The market is ready," said Rick Britton, president & CEO of DMP. "We've produced monitored solutions for generations, including more recently our video monitoring product, AlarmVision, while the industry explored many different approaches to video monitoring. The market is maturing, and DMP dealers want fully integrated video solutions built specifically for professional monitoring. Ken will help us shape the next generation of Digital Monitoring Products."

Prior to joining DMP, Francis served as CEO of Actuate, a New York City-based provider of machine-learned video analytics serving remote video monitoring companies globally. Previously, he was president of Eagle Eye Networks, vice president of sales and marketing for UTC Fire & Security and global products general manager for GE Security.

Francis will continue to participate in the industry association working groups around the world with which he contributes, focused on giving back to the industry and its professionals.



Tyler Gebert

Regional Sales Manager, Northern California

Tyler Gebert has joined DMP as the regional sales manager, Northern California, where he will work closely with dealers to support their growth and deliver the tools they need to succeed. In this position, Gebert will focus on building strong relationships with partners while helping them identify opportunities to expand their security offerings and better serve their customers.

"I'm excited to join a company with such a strong reputation for innovation and dealer support," said Gebert. "DMP's commitment to its partners and its forward thinking approach to technology made this a great fit for me," he added.

Gebert brings a strong background in customer relationships, sales and service. He is also very experienced with the market and DMP, as he has worked for two DMP dealers for nearly a decade. He said his top priority will be supporting DMP dealers, strengthening partnerships and helping deliver reliable security solutions that meet the evolving needs of the market.



Trevor Bradley

Regional Sales Manager, The Carolinas

Trevor Bradley has joined DMP as the regional sales manager, The Carolinas, where he will help support dealers and strengthen relationships across his territory. In this role, Bradley will work with partners to identify new business opportunities, provide product guidance and help dealers deliver dependable security solutions to their customers.

"I'm proud to join an organization that is known for supporting its dealers and continually advancing security technology," said Bradley. "DMP has built a strong reputation in the industry and I look forward to working with partners to help them grow their businesses," he added.

Bradley brings more than 20 years of experience in the security and technology sectors, with a background in sales leadership, account management and dealer development. His experience working with integrators and security professionals will help him support DMP partners and drive continued success across the market.



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800-641-4282

DMP EXECUTIVE ROUNDTABLE
DEALER

SAVE THE DATE
OCTOBER 5-6, 2026

HOTEL POLARIS

IN COLORADO SPRINGS, CO

The DMP Executive Dealer Roundtable is an event hosted by members of the DMP Executive Management Group including Owner and President, Rick Britton. This event provides DMP dealers with an opportunity to discuss best practices with other dealers or security personnel around the country. It is targeted to owners, senior management, and sales and marketing management personnel.

Space is limited! Please register before Friday, September 18, 2026 at DMP.com/Roundtable-Colorado26.

