



TOTAL NEWS

Property Patrol...CCTV Monitoring...Facility Protection...Equipment Rental...Fire Watch....

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The Do's and Don't of Security

When T.E.A.M. formed over 20 years ago there were over 100 security companies in the State of Arizona. Since, that number has more than tripled. When we started the goal was never to be the biggest; we only wanted to be the best. By 1993, I had over 15 years of security experience and saw so many things that were being done wrong; immorally at best, and illegally at worst. The industry has come a long way, but I always saw our niche as being unwavering in our values. It is likely that some of our competitors will be less than happy about this series of articles, but I think that only exemplifies why it is important that you read this.

How to and How Not to Choose a Security Company:

Cheap is rarely good. When it comes to bargain rate security, you really do not get what you think you are paying for – Security is like other products – If it sounds too good to be true, it probably is. Low price providers can only extend those prices if they either pay their employees very, very little or cut some corners, most likely not any legal ones.

Not everything on the internet is true. Today, one of the first things most potential clients check is a company website and comments about the company online. Many security company websites say the same thing and absolutely nothing – That should be a warning sign. “Premiere”, “leader”, “exceptional screening and training” and similar phrases should prompt you to ask them to better define what they are saying. More often than not, the reply will merely be a lot of double talk and no substance. I urge you to remember that often a company website is only a façade, and a flashy website tells you nothing about the quality of their staff and services. Company review sites often have no safeguards on who can post reviews and you will find that most favorable reviews are written by the business owner and most negative ones are from competitors.



Check references – Ask the company for a list of their current and past clients and not just the 3 they hand-picked for you. Ask for 10 similar to your business clients and contact 4 randomly. If the security company is unable to produce 10 references that should set off some bells. Most security companies cannot and will not release all of their clients due to confidentiality or contractual reasons, but at the same time if they only have 3 clients it probably is not the right company to pick.

Next Month:

Who is Casper?

Brand New Companies

Is Bigger Better?

-Mick Hirko

Effective Promotional Items

Just recently, we met with someone who sells promotional products. And of course, that sparked my curiosity, when we started throwing around ideas, of what would be the best item to get? The goldfish idea that Elizabeth threw out was pretty epic. Easy to maintain, cute, hard to throw away. :) Not very useful though, which seems to be the main reason people hang on to promotional products. Then I thought that some of you, our clients, would probably be interested in reading about the subject too, as you may be in the market for some promotional items, or getting new ones because the ones you are currently using are not getting the results you want.

There were several different things that were compared in this study—price, branding, usefulness, etc. The data that they compiled is pretty interesting.

Here are some of the table overviews:

Table 1: Which of the following objectives best describes why you think you received (the items you identified) from the companies or organizations?

	Over \$25	\$10 - \$24.99	\$5 - \$9.99	Under \$5
To make me aware of the advertised company and its products or services	23%	26%	35%	56%
To thank me for doing business with the advertised company, perhaps in hopes that I will continue to do so	28%	29%	24%	20%
To motivate me to perform a task or adopt a behavior that satisfies the company's expectations	13%	15%	9%	7%
To acknowledge my service or anniversary with the company	14%	8%	6%	2%
To acknowledge my membership in a group (e.g., appreciated contributor, Kiwanis member)	4%	7%	8%	3%
To communicate a non-marketing message (e.g., announcement of a company picnic)	2%	3%	1%	0%
Unsure	6%	5%	7%	6%
Other	9%	7%	11%	5%

Table 3: As a result of receiving the items you identified, which of the following best describes your reaction to the company and its objectives?

Reactions	\$25 or More	\$10 - \$24.99	\$5 - \$9.99	Under \$5
I feel significantly more receptive to the company and its objective	27%	16%	15%	7%
I feel somewhat more receptive to the company and its objective	44%	38%	33%	26%
I have no reaction one way or another	27%	45%	50%	65%
I feel somewhat less receptive to the company and its objective	2%	1%	2%	3%
I feel significantly less receptive to the company and its objective	0%	0%	1%	0%

Table 4: Which of the following best describes your reaction to promotional products (like those you identified as receiving)?

Reactions	\$25 or More	\$10 - \$24.99	\$5 - \$9.99	Under \$5
If the promotional product were imprinted with an advertiser's name, logo or message, I would keep it because something about the imprint is of some value to me	18%	15%	11%	11%
If the promotional product were useful to me, I would keep it even though it prominently displays the advertiser's name, logo or message	56%	57%	53%	52%
Even if the promotional product were useful to me, I would not keep it because it too prominently displays the advertiser's name, logo or message	4%	3%	5%	5%
Whether I keep or discard a promotional product that prominently displays an advertiser's name, logo or message depends on how useful or valued the item is to me	22%	25%	31%	32%

Table 5: Most important attributes that contribute to the overall value of the promotional products received

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not important "1" Number (Percent)	Slightly Important "2" Number (Percent)	Moderately Important "3" Number (Percent)	Very Important "4" Number (Percent)	Extremely Important "5" Number (Percent)	Mean Score Number (Percent)
Perceived cost of the item	161 22%	134 18%	270 37%	110 15%	61 8%	2.70
Usefulness of the item	25 3%	27 4%	176 24%	258 35%	250 34%	3.93
Quality of the item	33 4%	36 5%	234 32%	264 36%	169 23%	3.68
Subtlety of the advertiser's imprinted name, logo or message	117 16%	143 19%	297 40%	129 18%	50 7%	2.80
Perception of the advertiser's intent for giving the item	84 11%	115 16%	287 39%	172 23%	78 11%	3.06
Attractiveness of the item	43 6%	65 9%	247 34%	262 36%	119 16%	3.47
Uniqueness of the item	75 10%	87 12%	295 40%	190 26%	89 12%	3.18
The manner in which the item was presented (e.g., by mail, in person, on the counter for me to take if I want)	118 16%	133 18%	257 35%	159 22%	69 9%	2.90
Knowledge or impression of the company or person who gave the item	77 10%	90 12%	303 41%	188 26%	78 11%	3.14
Other	349 47%	53 7%	231 31%	49 7%	54 7%	2.19

Chart 19: Product popularity: respondents' preferences for type of product.

Product Categories	Response
Items that can be consumed (e.g., food gifts)	58%
Items that help schedule time (e.g., calendars, desk planners, watches)	33%
Items that can be worn (e.g., T-shirts, caps, jackets)	50%
Items that can facilitate written communication (e.g., pens, pencils, markers)	40%
Items associated with digital communication (e.g., computer mouse pads, flash drives)	46%
Items that entertain (e.g., books, puzzles, games)	39%
Items that enhance health and comfort (e.g., walking pedometers, first aid kits)	37%
Items that enhance appearance (e.g., combs, manicure sets)	22%
Items that enhance security or safety (e.g., fire extinguishers, pepper spray dispensers)	31%
Items that can be carried on one's person (e.g., pocket knives, wallets, money clips)	35%
Items that helps make repairs or quick fixes (e.g., tool kits, eyeglass repair kits)	33%
Items that help collect or convey things (e.g., bags, notebooks, briefcases)	46%
Other	7%

As you can see, it looks like food is the preferred promo item of choice, followed by wearable items. You can find the whole (lengthy) study [here](#). Hopefully it will help with your next promo-buying venture! - Ashleigh Gaylord

Event Calendar

DATE

VENUE

EVENT

May 9

Scottsdale Promenade

Music on the Promenade

May 10

Comerica Theatre

Free to Laugh: Laugh to Free

May 16

Scottsdale Promenade

Music on the Promenade

May 16

Ak-Chin Pavilion

Tim McGraw

May 18

Ak-Chin Pavilion

Journey

May 23

Scottsdale Promenade

Music on the Promenade

May 23

Comerica Theatre

Brit Floyd

May 24-26

Salt River Tubing

Memorial Day Weekend

May 30

Scottsdale Promenade

Music on the Promenade

May 30

Children's Museum of Phoenix

Play Date Adult Night

Help Yourself

Protect Your Event From Party Crashers

You never know who's going to try to get into your event when it's restricted to certain people. It seems sometimes, like the more exclusive it is, the more people want to get in. I experienced this at the VIP entry, when I used to work the show at Ak-Chin Pavilion. And this was just an area inside the event. People tried to bribe me, made fake tickets, I even had a sweet looking older couple walk up to me with 10 different passes, attached via lanyard, and as I started looking at them, trying to find the one they needed, I realized they did not have it and they were just "trying" it out to see if I would let them in. Not the kind of people I'd expect to be doing that either!



Mandel Ngan, AFP/Getty Images

This being said, Endless Entertainment put out a [great little article](#) on their blog recently regarding ways to safeguard yourself against party crashers. They have some great suggestions.

"It always seems impossible until it's done" -Nelson Mandela

Honoring Those Who Have Sacrificed



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