THE SHIFT

A VIDEO MONITORING SOURCE FOR TODAY'S SECURITY PROFESSIONAL



FEATURE

The Camera Isn’t The Product. Protection Is.

What Customers Actually Want

Lead with outcomes instead of just equipment and you get stronger designs, deeper customer relationships, and more recurring revenue.

PLUS

The Question That Changes Every Sale

Detection Is Step One

From Watching to Protecting

Completing the Picture

Walk the Business, Not Just the Building

Give Every Camera a Job

Better Together

Detection is step one. Protection happens when someone can see an event as it unfolds and act on it. That is why Alarm.com, OpenEye, and CHeKT are working together to make Remote Video Monitoring (RVM) easier to sell, deploy, and deliver.

Whether your customer chooses Alarm.com, OpenEye, or an existing third-party camera system, CHeKT brings live video, audio, and deterrence tools into one monitoring experience. You choose the starting point that fits the customer. Together, we help you turn every camera into protection.

CHeKT Proactive Visual Security

ALARM.COM

OpenEye



THE SHIFT

The camera isn't the product. Protection is.

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About the Author



With more than 40 years in the security industry, CHeKT founder Wes Usie brings a unique perspective shaped by decades as an installer, salesperson, security company owner, central station founder, innovator, and manufacturer. His broad industry experience gives him a deep understanding of the challenges and opportunities facing today's security professionals. Passionate about advancing proactive security solutions, Wes is committed to developing technologies and partnerships that create better outcomes for dealers, monitoring centers, and end users alike. His practical insight and forward-thinking approach continue to help shape the future of proactive video security.

The Question That Changes Every Sale

What happened that made you call me today?



You've probably spent years, maybe decades, selling cameras. They protect businesses, help catch criminals, and keep your company growing. They are the foundation of modern security, and everything in these pages builds on them.

Here is the question worth asking before every commercial appointment:

"What are you trying to achieve?"

Think about every commercial customer you've ever met:

- The warehouse owner who keeps losing copper wire
- The apartment manager dealing with midnight vandalism
- The auto dealer whose catalytic converters disappear in 60 seconds flat
- The construction PM tired of replacing stolen generators
- The retail manager worried about her staff walking to their cars after closing

Every one of them came to you with a specific problem to solve, and the right system is how you solve it.

Start with the problem, then the product

The most effective security conversations start with the customer's problem. The product comes next.

Customers bring us a problem. We answer with a product.

That's how most of us learned the business. Manufacturers teach features, distributors teach specifications, and installers think in equipment, because that's the training the industry offers. Far fewer people teach you to start with the problem the customer is trying to solve.

That is the opportunity.

Two opening questions. Two different results.

Salesperson #1

"How many cameras are you looking for?"



Salesperson #2

"What happened that made you call me today?"



Both are useful.
The second one opens a bigger conversation.

Two experienced reps meet with the same manufacturer. The owner says they need five cameras around the perimeter.

Salesperson #1 takes the request as given and designs a solid system: five 4K cameras, an NVR, cable, and labor, for about $8,000. It meets the request. And likely gets shopped against three competitors.

Salesperson #2 asks one more question first: “What happened that made you call me?” The owner explains: "Last week, someone cut my fence, stole $15,000 worth of copper, and shut down my production line for three days. I can't let that happen again."

Now Salesperson #2 can design for that goal: the same cameras, plus professional monitoring that can help stop the next attempt before it starts.

Both proposals are sound. The second one answers the question the owner cares about most and the approach builds trust. Same cameras, same site. One proposal competes on price. The other competes on protection.

CHALLENGE

Before your next commercial appointment, write this at the very top of your notepad: *Problem first. System second.*

“Nobody wakes up wanting five cameras. They want the problem to stop."

Detection Is Step One

Build on what your systems already do well.

Ask a commercial customer why they are buying security. They'll probably tell you they need cameras. Ask a few more questions and you'll usually hear the deeper goal: they want the problem to stop.

Our industry has built decades of expertise in detection: recording events, activating alarms, and capturing the details that help police and insurers.

That expertise creates an opportunity. Adding a response layer to your existing detection capability creates a stronger, more complete solution, and it answers one more question your customer is asking:

"How can I stop this from happening again?"



Evidence and prevention

We are excellent at documenting what happened. Clear, high-definition video helps police, insurers, and the courts, and it is a real service to the customer.

What customers want most is to prevent tomorrow's loss. Evidence and prevention are two different jobs, and the best systems do both.

Each part of a system does its job: cameras record, alarm panels signal, and recorders store. Every one of them documents the loss. A trained monitoring operator adds the ability to decide what happens next.



Adding a response layer

A camera is a sensor

Response is the action it initiates

When a trained monitoring operator sees an event as it happens, such as a trespasser at the fence line at 3 a.m., there is time to act before a loss occurs.

Detection is the half you've mastered. Response is the half you are now ready to sell.

Camera detects an event

↓

A trained operator sees it

↓

The operator decides what happens next

↓

Response is the action taken (i.e. deterrence, dispatch)

GOOD: More cameras give the customer more coverage.

EVEN BETTER: Pair that coverage with a monitoring operator who can act as an event unfolds.

SECTION 3: THE PROVEN MODEL

From Watching to Protecting

Help your systems deliver what the customer expects.

Picture yourself across the table from a business owner who has already been hit.

They look at you and ask: "Can you stop this from happening again?"

Professional monitoring gives your camera solution a voice, turning detection into action.



A model you already know

You turn detection into protection every day. That is how alarm monitoring works. A sensor trips, the panel signals, and a trained operator at a monitoring station takes action. That pairing of detection and response is why intrusion systems have protected homes and businesses for decades.

Proactive video monitoring applies that same proven model to video. It works alongside your existing intrusion system to provide an earlier layer of visual awareness.

> Notice something? The questions your customer asks are about outcomes. Bitrates, lenses, and storage only matter in how you can deliver those outcomes.

It's the idea your business was built on.



TRADITIONAL WAY

SENSOR → PANEL → OPERATOR → ACTION

RVM PROCESS

VIDEO → VISUAL AWARENESS → OPERATOR → ACTION

Completing the Picture

Where detection meets professional monitoring.



In our industry, that model is called Remote Video Monitoring (RVM).

Keeping the promise

RVM extends the systems you design and install every day. It is the bridge that connects information to action, and it fits far more customers than just the toughest sites.

Think back to the question that business owner asked you: "Can you stop this from happening again?"

Now you can give them a confident answer: "Yes, here's how we can help stop it."

GOOD: "I'm going to put a camera on your fence, so if someone cuts it, you'll have a clear recording."

EVEN BETTER: "I'm going to add live monitoring to that camera. The exact second an unauthorized person touches that fence line at 2 a.m., a live intervention specialist in our monitoring center steps into the scene. They see it as it happens. They issue a live, real-time talk-down announcement directly to the intruder: 'You in the gray jacket by the shipping containers. You are trespassing. Leave the property now.' We flash strobes. The goal is to send them on their way before anything is lost."



Building long-term value

Adding a monitoring service to your camera offering moves the conversation from hardware cost to business value.

When you add RVM, you're offering an ongoing service built around the customer's goals: protecting assets, keeping operations running, and opening on time tomorrow morning.

Proactive video monitoring also adds recurring revenue and turns a one-time install into a lasting relationship.

GOOD: Video verification confirms what triggered an alarm, so the right response goes out.

EVEN BETTER: RVM adds live operators who can step in while an event is unfolding. The two work hand-in-hand.

The security industry spent 50 years perfecting detection. That foundation is what makes proactive monitoring possible.

Lead with protection. Design the system to deliver it.

SECTION 5: SEE THE WHOLE SITE

Walk the Business, Not Just the Building

Walk a commercial property with experienced security pros and you'll see them look up first. They check corners, ceiling heights, mounting locations, lighting angles, network closets, and conduit paths.

That's essential work. It's how great systems get installed.

The most successful pros add one critical step before they look up.

They look at the business.

The business behind the building

Here's the idea: the business inside the building is what creates the risk.

Inventory, equipment, cash, and people are what draw attention after hours. When you understand how the business operates, you can place cameras where the operational risk is and design a system that protects profits as well as walls.



GOOD: A site survey that maps every mounting surface and cable run.

EVEN BETTER: A survey that also maps where the business is most exposed to loss. Walk the cash flow and the floor plan.

The diagnostic shift

Before you pull out a laser measure or count your drops, answer a few business questions:

- What happens here every single day? Where does inventory move, where does it sit, and where are the bottlenecks?
- What stops production? If a thief cuts a main line or steals a specific piece of equipment, how many days is this business dead in the water?
- What actually costs this company money? Is it internal shrinkage at the loading dock, or external vandalism after hours?
- What happens after 5 p.m.? When the lights go out and the staff leaves, what does this property look like to someone sitting across the street in a parked car?
- Where is the business financially vulnerable? Where is the one spot on this property where a single incident could wipe out their entire quarterly margin?

Once you know the answers, the physical survey has a sharper purpose. You are identifying the exact chokepoints where risk enters the building.

Putting a value on protection

You can't prove the ROI of protection until you've measured the problem.

If you don't know what a day of downtime costs the owner of a manufacturing plant, a Remote Video Monitoring proposal is just an arbitrary number on a page. It's just "$800 a month." It looks like an expense.

But when you look at the business as well as the building, that number changes completely. It becomes protection that costs significantly less than a single day of a halted production line.

Good discovery leads to a better design, and a better design makes the value clear.

You bring the equipment expertise you've always had, plus a business advisor's view of where the customer's risk really is.



SECTION 6: YOUR NEXT STEP

Give Every Camera a Job

Before your next site walk, write a job description for every camera you plan to install.

4 cameras. 4 jobs. 1 protected facility.

1



The Perimeter Guard

Fence line camera

The Job:

Spot after-hours activity at the property line, so an operator can respond early.

Measure of Success:

Fence-line events are handled before they reach the building.

2



The Gatekeeper

Entrance camera

The Job:

Help operators verify people and vehicles at the gate during monitored hours.

Measure of Success:

After-hours gate events are reviewed and resolved by an operator.

3



The Auditor

Loading dock camera

The Job:

Provide a clear record of deliveries and inventory movement.

Measure of Success:

Faster answers to delivery and inventory questions.

4



The Lifeguard

Employee entrance camera

The Job:

Watch over staff arriving early or leaving late, with an operator ready to respond.

Measure of Success:

Staff feel safer coming and going after hours.

"It covers the parking lot" describes a location. A job description answers five questions:

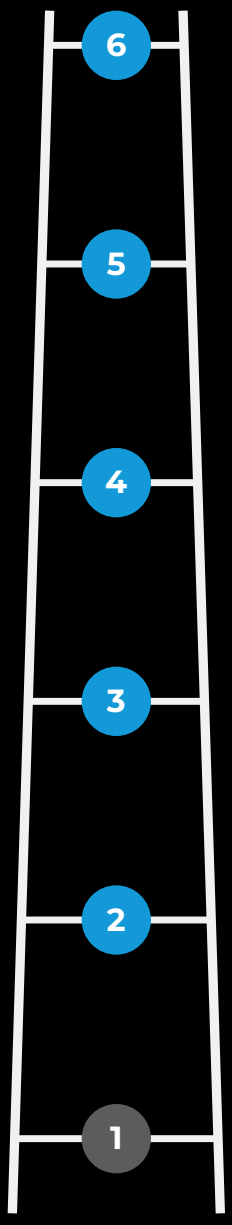
1. What specific business problem are you hired to solve?
2. What exact event are you expected to detect?
3. What action happens the moment you detect it?
4. How will the customer know you succeeded?
5. If we remove you, what risk returns?

OUR PROMISE TO THE CUSTOMER

We design monitored security that detects threats early, supports an immediate response, and protects your people, property, and operations.

Six rungs. Climb them in order.

PROVE IT, INTEGRATE, THEN SCALE



Repeat and scale

Standardize the winning design and run the same play across the base.

Mature the deployments

Multi-site accounts, advanced rules, unsecured environments.

Integrate existing cameras

Take over existing systems with the CHeKT bridge or Alarm.com CSVR, still secured.

Start with what you know

Install RVM with new cameras in a secured environment.

Pick a vertical to attack

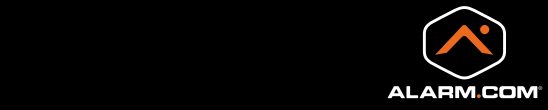
Target one segment and build reference RVM accounts there.

Build a demo site

Install RVM on your own site and run it yourself first.

> A large first opportunity will tempt you to skip rungs. That is the most common way a first RVM deployment goes wrong.







www.chekt.com/bettertogether