

HOW TO...

SET SALES ALIGHT

On fire protection equipment.

MARK BROOKES,
SALES MANAGER,
CHUBBSAFES



Recent events have heightened awareness of the need for businesses to have a disaster plan in place and, armed with a few basic guidelines, it is possible for any salesperson to assist their clients in planning to survive the catastrophe which they hope will never happen.

Safes and cabinets fall into three basic categories; those for protecting cash and/or valuables, those for protecting documents from the effects of fire (paper fire safes) and those providing the additional protection for media storage – CDs, DAT tapes, DLTs etc (data fire safes).

It is difficult to be proactive in selling cash safes, most businesses are driven by their insurers to purchase these items but by asking the right questions a salesperson can proactively sell safes and cabinets to protect paper and media. Current guidelines advise that computer media be stored at temperatures below 52°C whereas most paper can survive temperatures as high as 177°C before it begins to char hence the need for two distinct types of unit.

Around 80% of businesses experiencing a major fire go out of business within three months (source: Association of British Insurers). While a business can be insured for stock losses, trading losses etc, if the proof required to validate a claim can't be found, will the insurer settle? Furthermore, losing information such as the sales ledger can have a huge impact upon cash flow as the business struggles to continue trading – ask yourself how many of your clients pay on time without prompting and you'll get an idea how big an impact!

Ask your potential client to complete the 'what if' scenario for you; how would losing the sales ledger affect the business? How would competitors benefit if they stopped trading for a period? How would losing R & D records impact in terms of production? After a few questions of this type your client should wonder how they ever survived without a fire safe!

Then comes the choice between paper or media cabinets. Paper fire safes come in the form of free standing cabinets, portable units for small amounts of paperwork or the more traditional, fire resistant filing cabinets. The style and size of unit is dictated by the way documents are handled and the volume required. However, be aware that units are available that offer 30, 60 or 120 minutes resistance against fire. A two hour tested fire resisting filing cabinet can sell for £2,000 – not bad for an 'add on' sale!

Media fire safes are free standing cabinets and range from a few hundred pounds to over £6,000. Again the choice is dictated by the amount of media held and the need for 30, 60 or 120 minutes fire resistance.

Follow these guidelines and, unlike our products, your customers will put up minimal resistance. ■

TOP TIPS

>> 1.

ALL BUSINESSES ARE PROSPECTS: A FIRE SAFE IS NEEDED BY ALL COMPANIES.

>> 2.

A FULL 80% OF BUSINESSES EXPERIENCING A MAJOR FIRE GO OUT OF BUSINESS WITHIN THREE MONTHS.

>> 3.

DISKS SPOIL AT ONLY 52°C – THAT'S ABOUT THE TEMPERATURE OF A CUP OF TEA!