



**AUTHORIZED
DEALER**

**ALARM
GUARD**

GC
GRANT CARDONE
+ CANADA



GRANT CARDONE
Sales Training Academy

CASE Study • ALARM GUARD SECURITY SERVICES



NAME & POSITION: Brian Nogaro, VP of Sales

COMPANY NAME: Alarm Guard Security Services

TIME TRAINING ON PROGRAM: 4 months

LOCATION: Grand Prairie, AB



OBJECTIVES

- We were getting into a different sales environment during COVID and wanted to have support with sales over different mediums.
- Wanted to have someone correct the team along the way.
- Wanted to hit 1,000 accounts in summer of 2020.



SOLUTIONS

- The training was mandatory and the team was required to do 4 videos per day.
- It was enforced daily.
- They started with the certification program and worked their way through the program.
- The team got a lot of value out of the live trainings with Morgan.
- We used the content in the meetings 1-2 times/week.
- We used the word tracks from the program and role played them.



RESULTS ACHIEVED

Sales:

- **739 installs** from door-to-door sales in **2.5 months** compared to 400 the previous year in 4 months
- Currently at **839 total installs for the season** and there's still a month left



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STAFF & CULTURE RESULTS

- The team became a lot more mature in a short amount of time.
- They could close better and sooner than in previous years. The runway to learn skills was a lot shorter.
- My favourite statistic was the total amount of videos watched by the team. It showed that people were engaged in the training and using it.
- They had a professional to listen to so rookies weren't giving each other advice.
- The team did the role play consistently and that helped to create stronger bonds within the team. It became a part of the culture.



FEEDBACK ON SUPPORT FROM THE CARDONE TEAM

- Amazing. The team was always there when I had a question or needed to communicate something.
- I was held accountable which is what I was looking for.
- Jamie was there to set up assignments and helped onboard new hires.
- 5 stars



ABOUT

• Alarm Guard has been helping protect thousands of families just like yours since 2003. We are a well-respected company with the support of the most trusted name in North America - ADT Security. Our goal is to provide you, a member of our family, with a premiere service experience from start to finish. From our honest and friendly representatives to our licensed and trained technicians we commit to doing our best to make sure you are taken care of - above and beyond.