



march dealer of the month

ISI ALARMS NC

There's growth, and then there's growth. Charlotte, North Carolina-based ISI Alarms, Inc. has been with Monitronics just three months — but it's already experiencing a Southeast explosion that's hard to ignore. Relying heavily on the ultimate old-school sales staple, door-knocking ("that accounts for 70 percent of our business," says President Jayson Waller), ISI is bringing in at least 100 accounts a month as this goes to print.

Monitronics because they committed to helping us grow a little bit faster than we were with another company," he asserts. "Monitronics is stable, they're easy to work with, and they really do have the attitude of putting the dealer first. When they met with us, their senior people told us they were willing to help us grow in different markets. We're getting more units every month, so it seems to be working."

Monitronics 3 months, and Steve Boss has already been out here three times. He throws in ideas and he's always happy to talk. He really cares about our building business."

POSITIVE PROACTIVITY

ISI, which supplements its door-knocking efforts with direct mail and limited telemarketing, also places a strong emphasis on custom solutions for each of its customers. "The most important thing a dealer has to offer is a custom security system that's built to fit each customer's concerns and needs, not just an off-the-shelf, cookie-cutter package," he says. "Beyond that, it all comes down to attitude. Motivation, training, staying positive — those are the keys to succeeding in this business."

Customer success stories are one of the key things that keeps the ISI team positive. "People are always telling us stories about the way we've helped them," Waller relates. "One of my favorites is from a Chinese restaurant. They were having lots of break-ins, and ex-employees kept cutting the phone lines. We went in with cameras and a back-up cell line that would still work when they cut the lines. After we installed, the alarm went off, the police showed up, the thieves were arrested, and the customer was really happy."

ALL IN THE FAMILY

That sense of partnership and commitment is important to family-owned and -operated ISI. "Me, my wife Elizabeth, my brother Jeremy, my father Bill, and my mother Sherry started this business out of my house in 2005, and we're big believers in the personal touch," says Waller. "We've grown to be a major player in North Carolina, with 65 employees and new accounts coming in every day, and I'm sure it's because we're so committed to keeping things personal, maintaining a positive attitude and being consistent with our customer service."

Another driver of ISI's growth? Its strategic decision to move into the existing home market. "Unlike some of our competitors, we could see that the new home market was declining nationwide — so we shifted our focus," he explains. "We tried to find neighborhoods with lots of break-ins, where we could help people, and I believe our growth speaks for itself."

Waller is particularly positive about the relationship he's established with his Monitronics rep, Steve Boss. "With the other security companies I've worked with, I'd be lucky if I saw them once a year. When Monitronics says they're dealer first, they really mean it. We've only been with

"That's 100 units a month, and we're still growing," reports Waller. "We're building our business with the help of Monitronics, and we have so much potential." In fact, ISI made the switch to Monitronics in March 2008 in pursuit of that potential. "We signed on with

Up Close & Personal

Jayson Waller, President, ISI Alarms, Inc.

Jayson Waller, 28, is married to his high-school sweetheart, Elizabeth, and the proud father of three girls: Hannah, 9, Mackenzie, 4, and Londyn, 1. He's a "big fan" of country style ribs, and his favorite football team is the Detroit Lions. That means, of course, that his favorite color is the team's famous "Honolulu blue." Waller's favorite movie is Rocky IV — and his favorite hobby? "Going up to watch the Lions." Waller's vote for best play ever by the Lions? "That would be Barry Sanders running 82 yards against the Chicago Bears in 1996 for a touchdown. Sanders had 190 yards and 3 touchdowns in that game. We won, of course."