



# YANKEE SECURITY CONVENTION

SECURING THE FUTURE

JOIN US FOR OUR 44TH ANNUAL EVENT  
OCTOBER 23 - 27, 2024 | MASS MUTUAL CENTER | SPRINGFIELD, MA



**BLOG: July 2024**

## Selling Over the Summer Season:

### A Golden Opportunity for Locksmiths to Boost Business

As summer approaches, it's not just vacationers who should be making plans. For locksmiths and security professionals, the warmer months offer a unique chance to reach out to clients and expand business opportunities. With families heading to the beach and spending longer days away from home, there's no better time to emphasize the importance of upgraded security systems.

#### Why Summer is Ideal for Security Upgrades

Summer vacations often mean empty homes, making them prime targets for burglars. This season is an excellent opportunity for locksmiths to suggest clients review and improve their security measures.

You can leverage summer to boost your business by promoting and the sale of several types of security systems:

#### 1. Smart Locks

- Keyless Entry: Highlight the convenience and enhanced security of keyless systems.
- Remote Access: Emphasize the ability to control locks from anywhere using a smartphone.
- Activity Logs: Demonstrate how clients can track who enters and exits their homes.

#### 2. Surveillance Cameras

- Live Monitoring: Offer real-time monitoring solutions.
- Motion Detection: Market systems that alert homeowners when movement is detected.
- Cloud Storage: Ensure secure storage of footage for later review.



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### 3. Alarm Systems

- **24/7 Monitoring:** Stress the importance of professional monitoring services that alert authorities.
- **Sensors:** Promote window and door sensors that trigger alarms when breached.
- **Integration:** Combine these with other smart devices for comprehensive security.

#### Engaging with Clients: Strategies for Locksmiths

There are a variety of ways you can reach out to connect with clients, most we're sure you already do, but it doesn't hurt to be reminded once in a while to get back to basics when promoting your business.

- 1. In-Store Promotions:** Use your storefront to highlight the latest in security technology. Host demo days to demonstrate new products.
- 2. Website Content:** Update your website with blog posts, videos, and customer testimonials about summer security upgrades.
- 3. Email Campaigns:** Send out newsletters with tips on securing homes during summer vacations and highlight special offers.
- 4. Social Media:** Use platforms like Facebook, Instagram, and Twitter to share security tips, success stories, and promote your services.
- 5. Local Advertising:** Place ads in local newspapers and community bulletins to reach potential clients in your area.

#### Additional Tips for Locksmiths

- **Regular Maintenance:** Remind clients of the importance of regular checks and maintenance of their locks and security systems.
- **Summer Specials on Security Assessments:** Offer free or discounted security assessments to identify vulnerabilities in their current setups.



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- **Customer Education:** Educate your clients on the latest advancements in security technology and how they can benefit from upgrades. Consider hosting an event at your location to help people better understand the benefits of security systems and the technology to manage them.

- **Community Involvement:** Participate in local events to increase visibility and build trust within your community. Consider pitching a presentation at the local Chamber of Commerce or neighborhood library on security measures every homeowner or small business owner should take.

## **The Yankee Security Convention: A Gateway to More Opportunities**

Remember, one of the best ways to create new business opportunities this year is by attending or exhibiting at the Yankee Security Convention's 44th Annual event from October 23-27, 2024, in Springfield, MA.

This year we celebrate our 44<sup>th</sup> year and the event is certain to be an excellent platform to:

- **Network:** Connect with industry experts and peers to exchange knowledge and build relationships.
- **Learn:** Attend workshops and seminars to stay updated on the latest security technologies and trends.
- **Showcase:** Exhibit your products and services to a targeted audience of security professionals and potential clients.
- **Promote:** Use the convention to launch new products or unique offers.

By leveraging the summer months to enhance your client engagement and attending the Yankee Security Convention, you can position your business for continued growth and success in 2024. Let's work together to "Secure the Future" and build safer communities.

To find out more, visit [www.yankeesecurity.org](http://www.yankeesecurity.org) today.