



COMTM SUR

the missing piece of CCTV

COM-SURTM EMPOWERS PEOPLE TO ACHIEVE
OPTIMAL OUTCOMES FROM SURVEILLANCE VIDEO,
LEADING TO A SAFER WORLD.



DISCOVERING AND APPROACHING AN OPPORTUNITY/ PROSPECT

Overview

"You only have one opportunity to make a first impression."

You may have heard the above saying often. While it may sound cliched, it is true. A positive first impression is important to develop customer relationships and eventually generate sales. Whether you are interacting with your potential customer over the phone or in-person, your initial impression will set the tone for the overall customer experience.

This document elucidates how you can adopt a standardized approach for communicating with a potential customer and how your behavior, attitude, and personal presentation will influence the customer's decision to buy.

Discovering and approaching an opportunity/prospect

Discovering an opportunity

Opportunities for COM-SUR exist everywhere. Look around, and wherever you find video surveillance, there is a potential opportunity.

Some of the best sources that can help you find new customers are:

1. Various industry associations
2. Professional bodies
3. Chambers of commerce
4. Day to day advertisements of any business
5. Housing complexes
6. Networking events
7. Trade shows
8. Magazines/Publications

Approaching a prospect

Essentially there are three ways to approach a prospect:

1. Personal meetings
2. E-mails
3. Telephonically

1. Personal Meetings

Now that you've gained the opportunity of a personal meeting, please remember that if it is not handled well, you may never receive another chance. Do ensure therefore that you are at your 'best' in every which way; which should include:

- a. A professional physical appearance.
- b. Best etiquette.
- c. Complete knowledge of the prospect and his/her business.
- d. Past incidents relating to the prospect that may be available in the public domain.
- e. List of expected questions (be ready for some unexpected ones as well) and their replies.
- f. The ability to listen to the prospect patiently, and to answer his/her queries.

g. The knowledge of the fact that you are not there to 'argue' with the prospect, but rather to win him/her over with exceptional solutions.

h. Being ready in every which way; i.e. keeping COM-SUR open, the related video feeds /internet connection etc. open, keeping the relevant marketing accessories ready, and so on.

Begin the conversation by:

- a. Greeting the attendees.
- b. Thanking them for the opportunity for the meeting.
- c. Asking if you can begin.
- d. Setting your phone to the silent mode (this will generally prompt the prospect to do so as well).

Opening lines:

"Thank you for meeting us. Today, we are going to demonstrate COM-SUR, the world's only CCTV video footage auditing, smart backup and audit/incident reporting software; the 'missing' piece of CCTV.

The utility value of COM-SUR can be divided into three segments that complete the 'workflow' of CCTV/video surveillance. While most users will find all the three segments to be valuable, some may use a combination that suits their needs.

- Segment 1 makes auditing of surveillance video footage extremely easy and efficient.
- Segment 2 hugely reduces data size, i.e., from TB to GB, and makes backup of relevant surveillance video footage; quick, simple, and forever (conditions apply).
- Segment 3 standardizes audit/incident reports in PowerPoint and delivers data analytics based on historical data.

We can say for sure that with the dedicated and disciplined use of COM-SUR, you have far better chances of preventing crime, losses, fraud, and solving crime faster; mitigating risks, improving operational efficiency, processes, and business continuity efforts; improving employee performance, customer satisfaction, and sales; reducing data size and making remote storage inexpensive; enhancing compliance and health and safety issues; investigating easily, carrying out forensics with ease, gaining better situational awareness and actionable intelligence efficiently; standardizing reporting and gaining business intelligence therefrom; and taking regular corrective and preventive action for continuous improvement like Kaizen.

Continuous auditing as a standard operating procedure helps ensure that the 'hidden' information in the cameras will be 'unlocked', which in turn will offer several benefits.

This validates a notable feature of business

improvement, which is that *"big results come from many small changes accumulated over time"*. This philosophy when extrapolated to CCTV/video surveillance will demonstrate that *continuous corrective and preventive action delivers optimal outcomes from CCTV over a period of time*. There is a need therefore for a fundamental shift, and we believe that COM-SUR fits this bill aptly. Also, the wonderful part about COM-SUR is that it works with any camera/recorder/VMS and requires no complex set-up or connections. It works with existing and future video surveillance systems. Just install it on a Windows computer, get the video feed to the computer, and you are good to go!"

Then, depending upon the prospect's needs, begin the demo of the relevant version of COM-SUR. As a rule, it would be best to give a demo of COM-SUR ULTIMA. Use the short WORKING DEMO video that is available on our website to do so. But this of course depends on who the prospect is.

Note: The above 'script' may be improvised to suit the situation and the target audience.

2. E-mails

Template. Here is the general text. Modify the same suitably, depending on the situation.

Subject:

CCTV footage - Let's turn garbage into gold

Body:

Dear ABC,

Greetings.

CCTV footage - Let's turn garbage into gold.

A few lines about how '**COM-SUR**', the world's **only** CCTV video footage auditing, smart backup, and standardized intelligent incident reporting software, helps users to achieve optimal outcomes from CCTV cameras.

COM-SUR is the **missing** piece of CCTV, a complete **workflow**. Irrespective of the business vertical, COM-SUR brings huge value to existing CCTV systems in terms of:

(1) Helping users to **Audit** (seeing what their cameras saw) hours of their CCTV video footage in minutes. Auditing the footage as an SOP daily, will ensure that CCTV does not remain as 'fit and forget'. Auditing the footage will help users to discover 'more', and consequently, allow them to take quicker corrective and preventive action. This will lead to continuous improvement.

(2) **Reducing** the data size hugely (TB to GB) and creating very cost-effective **Disaster Recovery** back-up.

(3) **Standardizing** incident reporting in **PowerPoint** that delivers Data Analytics (Business Intelligence).

Here is a fine crisp video that explains how COM-SUR does what it does.

<https://www.comsur.biz/working.html>

3. *Telephonically*

"Hello. I am XYZ from ABC, and I'd like to know if it's a good time to discuss how we can help you achieve optimal outcomes from your existing CCTV Systems".

If the prospect asks you to go ahead, then say:

"Great. Thank you. We would like to demonstrate the world's only CCTV video footage auditing, smart backup and audit /incident reporting software. By regular auditing of CCTV video footage, you will be able to gain several valuable outcomes like crime, fraud, and loss prevention, improvement of your processes and compliance and so on. In order to move this forward, what would be a good date and time to set up a demo?" By now, the prospect would probably be interested or tired. He/she may either tell you to set up a time for a demo, or say that he/she is not interested. Even if he/she is not interested, it is in your interest not to give up, but to push for a meeting. If the prospect is interested, then he/she will suggest that you provide them with a demo. At that time, decide what is best for both of you; i.e. either a personal meeting (best way), or a remote demo.

Take the next steps accordingly.

Standard template to offer a quotation to a prospect

Name.,
Address,

Dated:

Dear ABC,

Greetings. We thank you and your team for giving us adequate time (or as applicable) to demonstrate 'COM-SUR', the world's only CCTV video footage auditing, smart backup, and standardised intelligent reporting software. COM-SUR is the 'missing' piece of CCTV surveillance, a complete 'workflow', which does the hard work for you for continuous improvement and capacity building.

By adding COM-SUR to its existing CCTV systems, ABC Co.. will have far greater prospects# of:

1. Improvement of homeland security, prevention of crime, fraud, and loss, and faster solving of crime.
2. Threat and Hazard risk identification/mitigation, improvement of ops. efficiency, processes, business continuity, root cause analysis, good manufacturing practices, and total quality management efforts.
3. Improvement of employee performance, customer satisfaction and sales.
4. Enhancement of compliance (including compliance of environment, social, and governance issues) and health and safety matters.
5. Huge reduction of data size and inexpensive disaster recovery mechanisms.
6. Ease of investigation, forensics, debriefing, and gaining situational awareness and actionable intelligence efficiently.
7. Standardizing reporting and gaining business intelligence.
8. Taking regular corrective and preventive action for continuous improvement.

Techno-commercial proposal

COM-SUR – VERSION – 'ULTIMA' (OR AS APPLICABLE)

Item	Price
License cost for COM-SUR – <i>Version – ULTIMA</i> (or as applicable) for X 'windows'	As applicable, plus taxes.

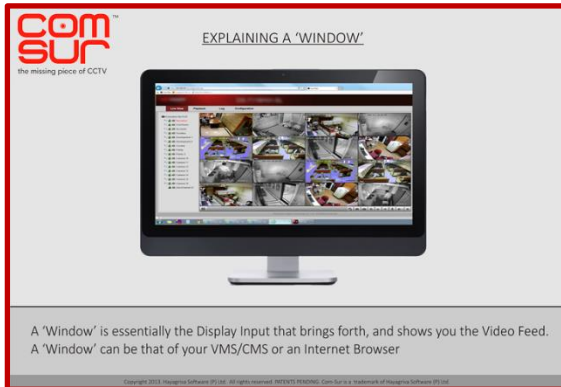
Please see below for the explanation of a 'window'

EXPLAINING A 'WINDOW'

A 'Window' is essentially the display input that brings forth, and shows the user the video feed on a monitor.

A 'Window' can be that of a VMS/Browser/Media Player.

The number of cameras per 'Window' are user-defined; for example: 1, 4, 9, 16, 25, 32



TYPICAL SET UP

Typically, operators view diverse cameras using 3 to 4 monitors.



Consulting/Installation/Training

This will be carried out **remotely** (or as applicable) and will be a 1-day program (or as applicable). Ideal team size would be 4 to 6 people. If you like, you can also nominate your CCTV integrator to be present during the training. A detailed USER MANUAL will be provided (soft copy).

One of the requirements of the training process is for your team to take the **ADVANCED** course (or as applicable) on **CCTV video footage auditing and investigation** available on **UDEMY** and obtain a certificate. The course is available online and will form the basis of our interaction with them, which will be carried out remotely. Besides the fact that you will be able to create a team of **certified** personnel.

Cost of on-site training is (as applicable). Taxes are extra.

If training is required to be carried out personally on-site, additional costs, travel costs, lodging and boarding costs will apply. (or as applicable)

Support:

CHANNEL PARTNER IS FREE TO DECIDE HIS OWN SUPPORT TERMS WITH THE CUSTOMER. HAYAGRIVA'S SUPPORT TERMS TO CHANNEL PARTNER REMAIN THE SAME AS DETAILED ABOVE IN THIS DOCUMENT.

FOR EXAMPLE, CHANNEL PARTNER MAY DECIDE TO PROVIDE SUPPORT BASED ON THE ORDER VALUE AND THE MODE OF SUPPORT CAN BE VIA E-MAIL, TELEPHONE, OR PERSONAL SUPPORT ETC.

Payment: 50% along with order. Balance before installation and training. (or as applicable)

Delivery: Within 1-7 working days after receipt of the order and advance. Final key to complete the installation will be delivered after full payment.

Offer Validity: 15 days from date of this proposal.

Terms:

1. Training is imparted for the product per-se; i.e. training is not imparted based on the licenses ordered by the customer. No refunds are provided for shorter duration of training.
2. For additional hours, pro-rata rate will be charged. Part-hours are charged as full.
3. Taxes extra wherever applicable.

4. Usage of the software is subject to the EULA (end user license agreement).
5. It is recommended to ensure robust hardware that matches the minimum system requirements.
6. Ensuring that the video feed is received on the computer (in supported VMS/browsers) is the customer's responsibility.
7. Delivery of software will be via e-mail. No media. License keys will be delivered via e-mail after full payment.

Finally, we believe that continuous auditing of CCTV footage provides *visual control* and is like one of the notable features of *Business Improvement*, which is that "**big results come from many small changes accumulated over time**".

Thank you. We do look forward to your order.

CHANNEL PARTNER NAME DATE AND SIGNATURE

#No assumptions/guarantees/warranties of any of the prospects or the like are to be inferred upon, and/or are made or proclaimed.

NOTES:

1) THE ABOVE OFFER FORMAT IS ONLY A 'RECOMMENDED FORMAT'. CHANNEL PARTNER MAY MODIFY THE TEXT AS MAY BE SUITED TO HIM. HOWEVER DUE CAUTION MAY BE EXERCISED IN NOT PROMISING, GUARANTEEING, OFFERING, AND THE LIKE, ANY FEATURE, SUPPORT ETC. WHICH IS BEYOND OR CONTRARY TO THE TERMS AND CONDITIONS OF HAYAGRIVA'S STANDARD CHANNEL PARTNER AGREEMENT AND/OR ANY OTHER COMMUNICATION MADE BY HAYAGRIVA INCLUDING THOSE THAT REFLECT ON WWW.COMSUR.BIZ.

2) CHANNEL PARTNER SHOULD INCLUDE THE EXPLANATION OF A 'WINDOW', SYSTEM REQUIREMENTS, AND SUPPORT AND LICENSING POLICIES IN THE OFFER.