

**If the service and products you are offering your customer are not unique and different
they better be cheap!!**

The reality in business today is, if you are only offering what everybody else is offering the decision on who gets the business too often will come down to price alone. Nowhere is that more relevant than in the security installers business. So much of what we do is based on standards and products to deliver the same function, so when every one is working to the same standards the only difference is price, unless you create that difference.

So how do you differentiate yourself form the crowd, how can you confidently tell your customer I can deliver what no one else can because I am

1. Qualified, which means I am a trained tradesman,
2. Smart wired accredited which means I have been trained in all the technologies that need to go into a home today

So ask yourself these questions:

1. Can I present to my customer a copy of a nationally recognised qualification
2. Can I label the work I do as being Smart Wired because I am accredited

A nationally recognised qualification will place you ahead of the pack, a Smart Wired Accreditation means you know about all the technologies that go into a home and what is required to meet **Telstra** and **Foxtel** requirements. You also know what will position your client's home ready to connect to the **National Broadband Network**.

Smart wired accreditation is supported by **Telstra** and **Foxtel**

What are you waiting for, place yourself in front of the crowd.

Ring Milcom and get your Security Qualification and become a Smart Wired accredited Desinger.

For more info go to www.smartwiredhouse.com.au

Or www.milcom.com.au

Or call Milcom on 1300 369 320



www.kn3w-ideas.com

AJK Services Pty Ltd - ABN44 130 785 867 - PO Box 587 Strathfield NSW 2135