



Vector Firm Case Study

Cam Connections, Inc.

VECTOR FIRM

CONNECTING STRATEGY TO ACTION

Vector Firm Program: Growing RMR

“Bottom line – we’re all in business to make money. Chris Peterson and Vector Firm has made my life a heck of a lot easier.”

Dave Ellie, Sales Manager
Cam Connections, Inc.

Executive Summary

For well over a decade, Cam Connections, Inc. (CCI) has provided custom-tailored security and loss prevention solutions for hundreds of America’s leading business and government entities. These systems were typically large and based on a project-by-project basis.

With an expertise in selling and installing large systems, the sales team had grown accustomed to selling projects without considering a service that could add recurring revenue to the CCI portfolio. After reaching a comfortable size and realizing they were behind in RMR, they reached out to Vector Firm for the Growing RMR program.

Client Challenges

Although CCI was growing rapidly and had very satisfied customers, they had very little recurring revenue. Their sales people were successful and productive, but not including the services that add RMR to their projects. On top of this, the system wasn't built for selling RMR services – the quoting process, CRM system, incentive plan, sales tools, etc. – all were built for large project—based sales.

The challenge was in making this shift with the same sales people without losing their projected growth in project sales.



How Vector Firm Helped

Dramatic RMR Growth within months

– “Just halfway through the RMR Program with Vector Firm – we’ve already generated over \$125,000 in new Annual RMR from ZERO just 3-6 months ago,” stated Dave Ellie, CCI’s Sales Manager. “Now it’s just a matter of tweaking things a bit as we move forward and start to see more growth.”

Time Savings – “Chris made it easy for us to measure RMR activity by setting up a process and our Salesforce CRM – saving us hours of time and allowing us to spend more time with our customers.” CCI Sales Manager Dave Ellie.

Results, Return on Investment and Future Plans

Only half way through the program, CCI has already received a 6X ROI – for just the first year. By the completion of this program, the ROI will be far greater. With the program plan in place and able to be executed by CCI in the future, the ROI will only grow year over year.

“To be able to come in – do an analysis of our sales team, our sales process and procedures and then put a plan together to make it more efficient and profitable is incredible. We highly recommend Chris and Vector Firm”

Dave Ellie, Sales Manager
Cam Connections, Inc.