



## CASE STUDY



# VISION

SECURITY TECHNOLOGIES

# VECTOR FIRM

CONNECTING STRATEGY TO ACTION

## VECTOR FIRM'S CONTENT MARKETING & SALES EXECUTION SERVICES TRANSLATE INTO EXPONENTIAL GROWTH FOR VISION SECURITY TECHNOLOGIES

“ Vector Firm's focused Sales and Marketing initiatives have been instrumental to our success in migrating to new vertical markets. ”

— Barry Komisar

### OVERVIEW

Vision Security Technologies is one of the largest and most reputable security integrators in the Southeast. The company specializes in the design, installation, management, and service of fully integrated security systems utilizing the latest available technologies in video surveillance, access control, audio, and intrusion.

With a staff of over 50 industry professionals, Vision has become the go-to integration company for many state and federal government agencies, as well as education, health-care, retail, manufacturing, commercial and industrial, and utilities clients. When the company sought to enhance its digital media strategy and online marketing presence, it tapped on the expertise of Vector Firm to provide two of its highly successful programs — **Content Marketing and Sales Execution**. The goal that was set—and met—was to continue on the path of steady growth into the future by aligning its sales and marketing initiatives.

## CLIENT CHALLENGES

Vision aspired to continue growing its operations, but recognized they needed to better leverage their expertise with a strong content marketing initiative. Their sales staff was not equipped with a strong arsenal of marketing materials, sales tools, or educational blogs to post. Nor did they have a social media strategy in place. Despite the company's experience and expertise in the design and installation of trusted security technology solutions, they were under-equipped to deliver powerful sales presentations to new vertical markets or capture potential prospects. There was a clear need to align their sales efforts with their marketing messaging to catalyze continued growth.

## VECTOR FIRM SOLUTIONS

Vision sought out the assistance of Vector Firm because it has earned a solid reputation for helping security system integrators and their technology partners improve Sales & Marketing results. Vision turned to Vector Firm's expertise to take their business to the next level with not only content marketing, but also by combining with sales consulting and training.

Specifically, they leveraged Vector Firm's highly successful Content Marketing and Sales Execution programs. The project was led by Vector Firm Principal Chris Peterson with Marketing Vice President Jamie Gosweiler overseeing the content marketing efforts. The first step was collaborating to create content calendars for digital media strategies that coincided with Vision's Business Development Plan. Peterson leveraged the key components of effective Sales Execution — account-based prospecting, networking, and getting deeper with current customers — to propel Vision's sales initiatives and results. And, because Vision engaged in both the Vector Firm Sales program and its Marketing program, Peterson and Gosweiler were able to create singular campaigns that accelerated every step of the buying cycle simultaneously.

Strategizing efforts to help Vision Security Technologies segue into new vertical markets and sales opportunities were deep and far-reaching. They included:

- Defining the personas of their new target markets
- Creating a content calendar; writing blogs and Social Media posts to educate prospects
- Developing methods for salespeople to leverage the marketing content to prospect to specific accounts within the targeted verticals
- Delivering sales presentations that illustrated Vision's intimate knowledge of and value to the markets.

Consistent messaging and branding were threaded across all communication channels spanning Social Media posts, blogs, prospecting attempts, and sales presentations.

## RESULTS

Vector Firm's efforts in better aligning Vision's sales and marketing messaging content—from their social media posts to prospecting language to sales presentations and proposals—delivered quick and impressive results. As Barry Komisar, Vision Security Technology's founder and CEO attests, "Vector Firm's focused Sales and Marketing initiatives have been instrumental to our success in migrating to new vertical markets," he says, "Their consistent messaging targeted to new prospects reflected our expertise and capabilities, positioning us as the provider of choice to new clients."

The Content Marketing and Sales Execution services that Vector Firm provided have resulted in exponential growth for Vision Security Technologies. Marketing, business development, sales, and account management are all driving the same powerful messages to the market and the results are proving profitable and long lasting.

