

Viseum Sales Qualification Process

“With the heightened global demand for our security and surveillance Product Solutions, it is crucial to focus our sales on customers who need Viseum the most” and “Viseum does not quote under any conditions where we are not confident of the sale.” (Viseum Group President)

The Trusted Viseum Brand

The Viseum sale is **always first** about the Trusted Viseum Brand and the Viseum sales representative presenting this trust to the customer. The Viseum sale is initially **NOT** about its groundbreaking technologies. **Secondary** to the sale is the major unique benefits of how Viseum technology solves each individual customer’s specific problems, with operational improvements and medium to long term operational savings and that no other organisation can deliver as standard.

Sales Messages:

- 📍 The World’s **Disruptive Technology** for automated security and surveillance for situational awareness of complex and challenging environments.
- 📍 Greater coverage from fewer camera installations giving the most effective and efficient means of protecting a customer’s entire property portfolio – providing full overwatch of their assets, staff and customers.
- 📍 Our many **public body endorsements** and our **internationally patented technologies** are testament to Viseum security and surveillance solutions being the very best available.
- 📍 Any other CCTV security solution will unnecessarily compromise the customer’s security. For example, without strong Red Team Testing of your security it is completely ineffective against criminals with intent, and they will not be deterred.



This programme shows the practicalities and economics of bringing the world's highest value disruptive technologies to market. At the start of supporting a customer, it is critical to establish the trusted value of working with Viseum. Also, this message is essential for winning all of our security projects:

UNLIKE ANY OTHER MANUFACTURER, VISEUM DOES NOT SELL ON PRICE.
VISEUM SELLS ON ITS PREMIUM BRAND FOR TRUSTED SOLUTIONS TO ITS CUSTOMERS' PROBLEMS.

Viseum does not operate with anyone who initially worries about budget BEFORE their security and surveillance needs. Viseum solutions are purchased throughout the world where the potential impact of antisocial, criminal or terrorist activity upon public safety, commercial profit or national infrastructure is judged as being unacceptably high. If budget is the main deciding factor for a security project requirement, Viseum will not pursue the sale. However, when a customer seeks to judge upon technical performance and reliability Viseum will confidently win the sale. Once this is explained at the start of any business relationship, we also present a compelling [Business Case](#) with substantial operational savings, whereby Viseum solutions pay for themselves within the first year of procurement.

[> Download Viseum Phased Surveillance Technology Introduction Programme <](#)

Entry level pilot installations – Viseum Certified Corporate Partners manage all the local risk/reward assessments for each project and prospect opportunity, by selling the pilot installation or investing in the Viseum “Proof-of-Concept” (POC) demonstration equipment themselves. Once qualified in this way we recommend a phased technology introduction programme. Viseum [CiVMS](#) and IMC [Panoramic Security Cameras](#) are initially installed for the customer to understand some of the main benefits of our camera technology strengths. Following this initial training process, the customer can then understand and appreciate more benefits of other Viseum technology strengths, such as automated face recognition, person identification and automated vehicle number plate recognition (ANPR).

[> Download Command Control & Communications Viseum Trialling Service <](#)

[Viseum Site Survey](#)

[> Download Viseum Site Survey Process <](#)

[Viseum's CCTV Design Services](#)

Viseum designing the customer's solution is the most important stage of our sales process.

Camera Equipment – Viseum or a Viseum Certified Corporate Partner can provide a desktop design of the intelligent CCTV solution if site dimensions, drawings, photos, and/or Google map locations of the site can be provided. The benefit of this service is to encourage the customer to avoid paying an “independent consultant” for an inferior design.

Software Requirements – Pricing for the project software can be given once all security risks and concerns are understood. Example - to produce automated routine and emergency surveillance processes, including what information and alarms the customer needs to automatically manage the security of their entire estate.

[> Download Presentation of Viseum UK's CCTV Designs <](#)

Initially separate opportunities into these 2 categories:

Viseum has set processes in place for all stages of prospecting and identified projects:

1. Long-term prospect – lead is passed over to Viseum's business development team.
2. Identified project – lead is passed over to Viseum's pre-sales and processed in the following way:



Product Solution Pricing - Pricing of Viseum Product Solutions is directly related to [Viseum's Branding Policy](#).

Viseum will deliver at least 10 times more value than its closest competition. This is for our advanced design innovations, our superior technical performance, and the highest quality and reliability. Viseum will typically quote **triple** of any other bidder, who will then have to quote at least **triple** this again to match Viseum camera coverage, AND for what will still remain an inferior solution for effective coverage, technical performance and reliability. This also excludes the extreme costs for installation and 24/7/365 monitoring of any other camera needed to deliver similar security coverage.

Viseum Product Solutions use far less operational overheads and our security designs are the most practical for technical performance and reliability. This protects more people and more assets of a remote site, and with the highest quality video than any other solution.

Giving Out the Viseum Price List – There is no real benefit in simplistic unit prices because there are no other cameras available that Viseum [Disruptive Technology](#) can be compared against. This is also because if Viseum security camera installations are used, they use fewer cameras, to cover much larger areas than any other camera technology. We only provide our standard price list once we have qualified the customer to be looking for the world's best CCTV security and surveillance solutions. Project pricing is very dependent on the customised security solution design e.g. please see Required Technical Design Information as detailed in our [project questionnaire](#).

Viseum Pricing and Using the Viseum Price List - Viseum pricing wins projects with customers needing to deliver the world's best security services. We develop and support the [World's Best Video Analytics](#), priced as general and customised Software Technology Services and the Viseum iVOS ([Intelligent Virtual Operator Software](#)) Product. Our price list includes:

-  The Viseum IMC Camera iVOS Software Technology Services operating locally to the camera installation using our standard surveillance feature set.
-  The Viseum CiVMS iVOS Software Technology Services operating centrally at Command Control using our standard surveillance feature set and common systems integration Software Technology Services.

Project Pricing – Our budgetary project designs also include prices for the project's customised Software Technology Services that will be needed for the project to sustain the highest levels of success. Our Product Solutions are delivered plug-and-play with our software commissioned by [Viseum Remote Managed Support Services](#).

Project Sales Prequalification Questionnaire – All projects must be qualified using this questionnaire. Information **MUST** be accurate to identify the likelihood of success and for Viseum to prioritise its support in the best way to help win your project.

[> Download Word format of Viseum's Project Questionnaire <](#)

If for reasons of low budget the customer does not meet our project qualification, we will respectfully inform the customer and not provide pricing information. Having then experienced low-cost products the customer will represent an opportunity for Viseum in the future. **ADD TO WEB PAGE?**

NOTES

Competing product comparisons

Has the security project's design already been submitted for tender bidding purposes? Has a particular non-Viseum brand been recommended? Has the budget amount already been set?

Yes – Please let us know what brand. Viseum is very successful in winning additional business when compared to the technical performance and reliability of any other brand of solution.

Tenders - if a project is already designed

Viseum does not quote for tenders that do not include Viseum's unique designs, and we never quote for like-for-like products. However, we do win a lot of this business.

Viseum is uniquely successful in winning security projects where the [CCTV Design](#) has already been made using any other technology. This is because the security design without Viseum will be significantly inferior – the customer will be disappointed in the longer term and will regret purchasing such inferior systems. A low-cost security solution will have a negative strategic impact, and will eventually cost the customer much more money. We do not initially bid for these security projects, but by carefully educating the customer - are they willing to compromise budget with the loss of video quality and the system's performance for situation awareness, or may Viseum re-design key parts of the customer's security?

If Viseum is not invited to redesign – finish engagement and request that they contact us again when they have a project that Viseum can design from the outset.

Quotes needed urgently

If a quote deadline is within a short period of time in comparison to the size of the project, it is likely the design has already been completed with inferior products, the supplier relationship has already been selected by the customer and Viseum's participation will likely only be required for price comparison.

Ease of Procurement

As this solution is [Internationally Patented](#), and therefore only one source of supply, Viseum customers do not need to tender their security projects, therefore also benefiting by saving significant time, resources and funds during procurement.

Product Catalogue

We solve our customers' problems with security and surveillance and we deliver this success with many different types of technology, delivered as trusted plug-and-play Product Solutions. Our most popular Product Solutions are featured on our website, and the vast majority of our installations are customised and designed around these Product Solutions. Viseum is a specialist equipment manufacturer, and because of the vast number of Product Solutions, and the educational nature of our [Disruptive Technology](#), we do not expect our customers to choose products from a catalogue.

Sales Training

One of the most important Viseum sales messages is the fact that what Viseum offers is not just the best software and cameras available on the market, but it also offers the solution to your customers' problems with security.

There are many professional individuals and organisations throughout the world who wish to use, resell and/or associate themselves with Viseum security solutions. The Viseum UK Group is sharing its business growth with its Certified Corporate Partners. The process for selecting such professionals uses the performance of the partners first identified project(s). As we offer unparalleled security solutions, we have developed unique processes to optimize the time and resources needed to **generate and close Viseum sales**. In order for you to enjoy sharing business with us as a Viseum Certified Corporate Partner, it is essential to read, fully understand and follow all of our documented sales processes.

[> See Viseum Sales Training <](#)

[> Viseum Group Profile <](#)

Channel Partner Sales

A region's channel partner network is very easy to set up, after Viseum Product Solutions have been introduced to governments and police. Once a city's police force or local council start to see the results of the [Safe City Installations](#), local publications and word-of-mouth naturally attract local best-of-breed channel partners.

If you would like to become a **Viseum Corporate Agent**, Viseum remunerates its agent's network very well at the start of the business relationship and then exceptionally well as we increase our sales with each partner.

Agent Model - this typical process model is how the sale works in all regions:

1. The project concept is submitted to the Viseum Agent by the main contractor, consultant or stakeholder(s), or the Viseum Corporate Agent is made aware of the project from various proactive means.
2. Viseum Corporate Agent then advises them to use the Viseum Cameras and Software (Internationally patented and therefore only Viseum can supply).
3. Viseum is used to produce the design and budget for supply and project services.
4. Viseum then supplies product and services to the local main contractor to install and support.
5. Viseum is paid for supply, and then supply commission can then be paid to the Viseum Corporate Agent.
6. Viseum manages the installation, system commissioning and training with the local main contractor.
7. Viseum is then paid for the project services and then all commission due can be paid to the Viseum Corporate Agent.

Agent Test Run - we only ever start investing in a professional for their services, expenses, office setup and ongoing costs, etc. after we have won some business with them. This starts with a test run of the model with the potential agent so that we can learn about them, to customise the model and plan their role in our regional growth.

Viseum Certified Corporate Partners

If you would like to become a **Viseum Certified Corporate Reseller** (systems installer/systems integrator) - If you remain persistent in contacting Viseum Pre-Sales Support to help you identify and win your first Viseum project(s), a typical turnover can be \$1 million in your first year. **An example is a small sized project bidder followed Viseum's Sales Processes. They then formally rejected a tender because of its inferior design, and this resulted in generating just over \$1 million worth of Viseum business and within just the first 3 months.**

It is well proven for our Certified Partners to enjoy much more business with many more happy customers by working with Viseum. This is because of the significant added value that Viseum solutions deliver to the customer and the ongoing extra referral business that our customers are happy to provide. Viseum is well known for delivering advanced technologies to the industry as trusted plug-and-play solutions. This is managed well with Viseum Certified Corporate Partner training and Viseum's [Phased Technology Introduction Programme](#):

- Do you have, or do you need training for TCP/IP (internet protocol) expertise in your team, or do you need Viseum training for this? This knowledge is essential for introducing Viseum solutions as plug-and-play, and to also be capable of answering all technical questions, once the budget holder passes Viseum over to their technical analysts for evaluation.
- What is your profile within your region and what industries are you strong in?
- Do you have security installations and support services in place for digital CCTV security systems?
- Are you in control of a specific project that has budget and a requirement for Viseum's offering, or are you prospecting for new business? Viseum supports new business prospecting with remote support, and will attend customer visits with a Viseum representative anywhere in the world for qualified projects.
- Serious partners are given the opportunity to invest in Viseum's Certified Corporate Partner Programme.

Viseum Certified Technology Partners

If you would like to become a **Viseum Certified Technology Partner**: The Viseum Certified Technology Partner network generates significant business opportunity together. To ensure this network attracts only the best available partners the Viseum Certification Process has a stringent QA and commercial process.

[> Download Viseum's Certified Technology Partner Programme <](#)