



Dealer Programme Playbook

RESIDENTIAL & SMALL SHOP DOMINANCE

AlarmPro delivers professionally installed alarms, 24/7 monitoring, and real response through certified local dealers.

Residential

MONITORED ALARM
RESPONSE
THEFT PROTECTION GUARANTEE



Commercial

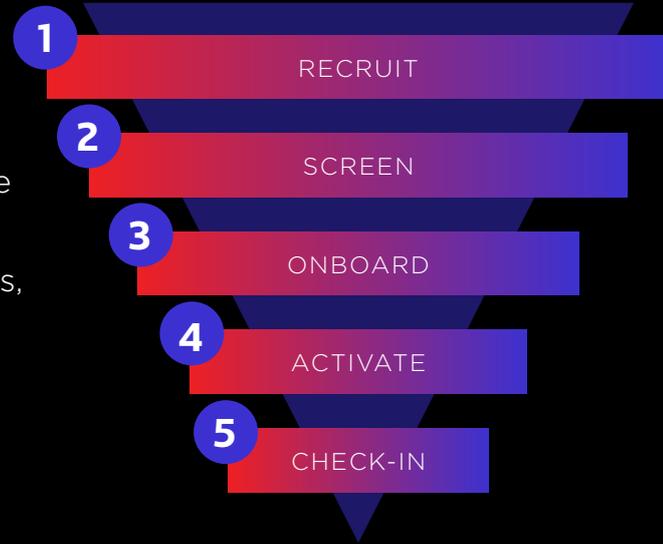
MONITORED ALARM
PANIC/DURESS
RESPONSE (CCTV OPTIONAL)



Dealer Funnel

RECRUIT | TRAIN | ACTIVATE

1. **Recruit weekly via digital ads, referrals, ESTI pipeline, and community partners.**
2. **Screening:** application + interview + token fee (filters non-serious applicants).
3. **Onboarding (2 days):** product, pricing, scripts, CRM, installation basics, compliance.
4. **Activation:** first 2 installs supervised; then Certified Dealer status.
5. **Weekly cadence:** targets, coaching, role-play, ride-alongs.

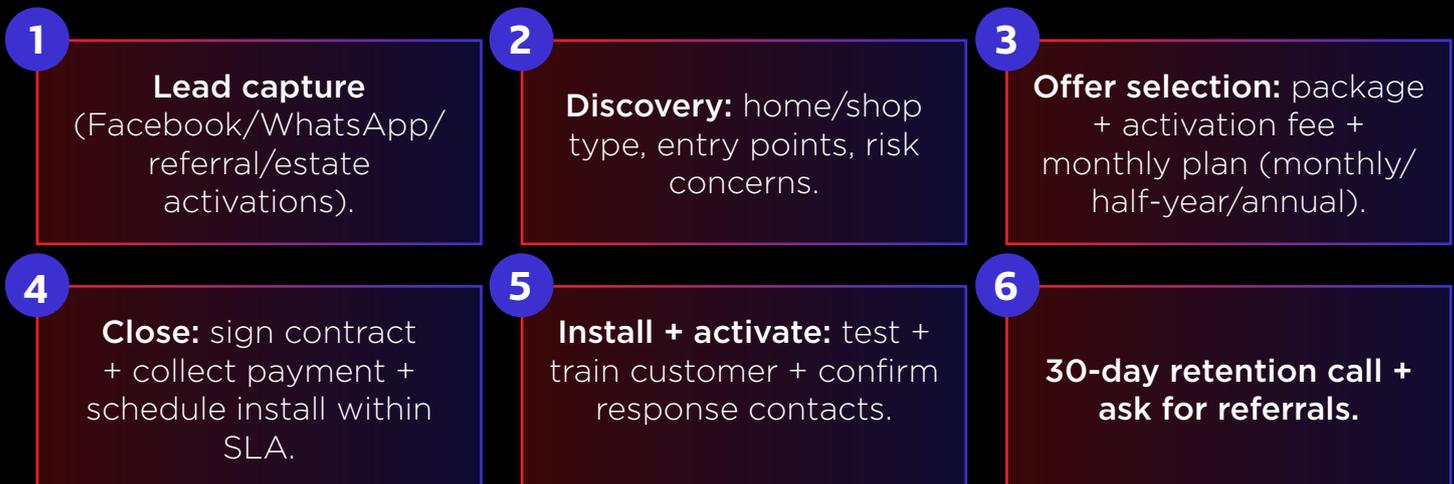


Dealer Standards

QAULTY & COMPLIANCE

- Signal test to monitoring station + customer handover checklist on every install.
- **Photo evidence:** panel, sensors, siren/strobe, power, test results.
- No activation until customer details + contract are complete in CRM.
- **Customer education:** arming/disarming, false alarm prevention, response process.

Sales Process



Operations Backbone

- **Install SLA:** 48 hours in primary catchments; supervised installs for new dealers.
- **Support:** All support issues must be logged via our ticketing process. Once a ticket is received, our team will acknowledge and triage within 1 hour (classify priority, attempt remote resolution where possible, and assign/escalate if onsite action is required).
- **Stock discipline:** Kits + spares + batteries + SIMs; weekly reconciliation.

Compensation & Controls

Use your agreed commission model (onboarding bonus, per-install payout, monthly residuals). Add a quality holdback released after 30 days if no faults/non-compliance.

KPI Area	Measures
Growth	New subscribers/week; net MRR/month; territory penetration.
Dealers	Active dealers; activation rate; installs per dealer.
Service Quality	Fault rate per 100 installs; MTTR; false alarm rate.
Retention	Monthly churn; 30-day churn; annual prepay %.
Finance	CAC payback (months); collections on time; equipment recovery rate.

Dealer Marketing Kit

PROVIDED BY ALARMPRO

- Creatives + short videos + WhatsApp scripts (follow-up Day 1/3/7).
- **Referral offer:** customer reward + dealer bonus.



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