

Defender Direct



Defender Direct is a top dealer for brands like ADT, GE and DISH Network. With lots of products and salespeople all over the country, they needed a way to get updated materials to their Security Advisors ... until Defender Direct found a solution in HardingPoorman Group.

Client

Defender Direct

Industry

Home Services

Challenges

- Rapidly growing sales team
- Diverse product and client base
- Security Advisors need to keep themselves supplied with up-to-date materials

Solution

- HPG set up an online system for ordering printed materials when needed

Results

- Cost savings has helped to create a multi-million dollar increase in Defender Direct's revenue.

"Our Security Advisors love what we've accomplished together and have seen an increase in business results."

Bob Gallup, VP Operations & Customer Care
Defender Direct

Defender Direct is an authorized dealer for prestigious brands such as ADT, GE, and DISH Network. Defender Direct markets, sells, and installs new products and services to homeowners throughout the United States and Canada.

Defender Direct was looking for a better way to get materials to their Security Advisors, who reside across the country, for use in sales calls.

HardingPoorman Group created an on-line ordering site where Defender Direct Security Advisors can log on to order printed materials for their sales calls. These materials include a pocket folder package for up-selling security products, miscellaneous forms and leave-behind pads for generating leads.

The on-line site streamlines the ordering process and gives Defender Direct's Security Advisors documentation for analytical statistics at their fingertips. The site also allows Defender Direct to track inventories, orders and shipping of the sales products in a timely, efficient manner.

Thanks to the ease and convenience of being able to order sales materials as needed, Defender Direct Security Advisors have significantly increased their revenue per sale. That adds up to an increase in overall profit for Defender Direct.

Are you in need of a creative solution? We can help you change the way you think about printing.