



Niche Specialization

Staking Out Your Turf

You should aspire to compete for as many different types of security contracts as possible; nevertheless, your new agency's ability to compete across all types of business sectors may not materialize for several years.

Initially it's wise to target your efforts to a certain type of clientele located within a target niche.

There are several factors to consider when deciding where to specialize.

You probably already have a bias in this regards based on your career in the private security industry. You may have spent years working at a certain type of facility. This has allowed you to develop relationships with account managers at various institutions.

These relationships could prove valuable as you solicit for business and will naturally lead your agency to first specialize in providing security services to that specific niche industry.

Presumably your agency will specialize in the industry in which it secures its first few clients. Once the new security agency has three or four hotels, it's logical for it to leverage these references to attract even more hotel clients.

A reference from another hotel owner is more valuable to the manager of another hotel than to the owner of an office park or a school administrator.

Oftentimes those who own businesses are very familiar with other businesses in the same industry.

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When a security company provides great service to one of these establishments the word of mouth spreads amongst other businesses in that same industry.

One business owner may naturally tend to brag to an associate or competitor about the great deal he is getting on his security services. This naturally forces the agency to specialize in that niche as it receives new business based on this word of mouth.

Additionally, some businesses have multiple accounts within the same niche. For instance a property management company may serve 20 different apartment complexes in the same city.

The agency which specializes in providing officers to apartment complexes might secure all 20 onsite posts from just this one single client account.

Perhaps your agency decides to specialize in security patrols of mini-storage units. Oftentimes, mini-storage chains own a series of facilities. Your agency may dedicate an entire patrol route to just this one client.

Cost and time are also important considerations in which niche to choose.

It costs more to provide a night security patrol to a hotel or apartment complex than the mini storage or an office park.

A hotel or apartment complex patrolman constantly faces the possibility of security incident. It takes time to resolve these incidents and file the reports.

The night patrol officer at a mini storage or office park retail plaza rarely encounters a living being. He won't spend significant time at these sites.

His patrols are accomplished within a set amount of time and he can perform more patrols per night than the patrol officer who has been



detained trying to get a drunken patron out of the hotel's pool.

In essence, the new security agency should attempt to gain its first clients in an industry where the owner is most comfortable, based on his career in private security.

Look for opportunities within industries where word of mouth will quickly spread.

Consider the opportunities offered by industries where one client owns multiple facilities and take into account the cost to provide a service to the industry within which it specializes.

Here's another benefit of the niche-based strategy: niche-based specialization allows the agency to develop niche-centric product offerings.

Earlier in this book, I wrote about my security agency's feature service of cataloguing the identities of those persons involved in security incidents in the motel/hotel niche.

This allowed my agency to market the security incident data from motel and hotels all across the metro area.

Specifically, because the agency specialized in providing patrol and onsite security to motels and hotels, the data was potentially especially important to these clients.

When a bad tenant had an underage drinking party and trashed out a room his data would go into in our database.

When an officer evicted that tenant and told him not to come back, the documentation of the warning might also go into the database.

When another officer came on shift and encountered the same troublemaker, he could pull up the file and see that another officer had instructed the person to not return.

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This documentation could potentially allow for a trespass charge.

This data wasn't siloed from site to site. Our database could track the person from one site to another site. A person evicted from one hotel might attempt to create an incident at another hotel.

This feature was something other security providers did not offer. Serving multiple clients within this target niche became a marketable advantage to my agency.

This one example speaks to the importance of niche specialization.

A client who uses the company to secure his steel warehouse probably doesn't care about data from hotel sites. This feature is of little value to him. But, other hotel clients will appreciate their security agency's ability to spot those who would do harm to their facility and mitigate the situation before things get out of control.

No matter the industry, there are always opportunities to provide a higher level of service due to the agency's specialized focus.

Here's an example of how niche specialization drives the development of security products: an agency that provides security to apartment complexes could also incorporate process service delivery along with its security services.

Apartment managers are constantly needing to serve legal papers to non-paying tenants. A security agency which provides security to the apartment complex niche should cross-license some of its officers with a process server license.

The agency can provide this service to the client as a benefit that the other non-apartment niche companies can not match.



There is minimal cost to the security company to offer this service.

One of the company's patrol officers who holds a process server license can simply drop by the property and serve the papers with the assistance of the onsite officer.

Better still, the onsite officer will alert the patrol officer when the target of the process service is on the property.

This is a luxury normal process servers do not have as they might need to make multiple visits to the location to catch the target and serve papers.

A tenant might be able to avoid the occasional visits of a process server but he can't avoid the on site security officer for very long.

This type of synergy underlies the importance for niche specialization and niche-based product development.

Market Research

Populating the CRM and Plotting the Attack

It's time to populate your CRM. Remember you will use a database, spreadsheet, or even index cards for this purpose. It's your choice.

This Concludes The Sample Chapter of This Book

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