

## Which battery brand is best for electronic locks?

We do get a lot of phone calls from locksmiths and end users whose primary concern is how to troubleshoot their electronic locks. The vast majority of the time, the fix is surprisingly simple: the batteries need to be replaced.

But here's one secret that most locksmiths know – but a lot of end users don't, and it's this: use Duracell batteries.



Why should you choose to use Duracell batteries and not Energizer? I'll tell you why.

The big difference between batteries shows up on electronic locks when the keypad has enough juice to run the LCD screen – but yet not enough to open the lock pack. You will notice this when the LCD says OPEN but the safe is still locked.

Energizer has a significantly better regulated delivery system of juice, which means if the battery is 1.5 volt, that's what you're going to get. However, a lock may require 1.6 or even 1.8 from the battery to work. This is where Duracell delivers that extra power to throw open a mechanical pack.

The next obvious question is, of course, what type of Duracell, the regular or Pro?

The first time I came across Duracell Procell batteries, I called Duracell directly to get some information on how this product is made. Duracell (being a Proctor & Gamble company) seemed to be very up-front with me. It seems both Duracell and Duracell Pro are the exact same product; they are just marketed differently.

I found the chart on the right very interesting. It says it's based on a scientific test, but I couldn't locate the actual institute. Best to read it with a grain of salt and perform your own series of tests.

Battery Brand	Temp (°F)	Clean Contacts	Time to Discharge (minutes)
Duracell Coppertop	Ambient	Not Clean	41.1
Energizer Max	Ambient	Not Clean	54.4
Duracell Ultra	Cold	Not Clean	54.8
Duracell Coppertop	Cold	Clean	33
Duracell Coppertop	Cold	Not Clean	32.3
Duracell Coppertop	Ambient	Clean	42.25
Energizer e2	Ambient	Not Clean	56.1
Energizer e2	Cold	Not Clean	36.7
Energizer e2	Cold	Clean	36.7
Duracell Ultra	Ambient	Not Clean	59.5
Duracell Ultra	Cold	Clean	49.7
Duracell Ultra	Ambient	Clean	63.1
Energizer Max	Cold	Not Clean	38.6
Energizer Max	Cold	Clean	37.3
Energizer Max	Ambient	Clean	55.2
Energizer e2	Ambient	Clean	56.7



# THE HOLLON SAFE SELLING NEWSLETTER

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## Need to boost your sales? Don't forget this high-demand category!

It is often easy for most locksmiths to overlook the Office Safe category. But take the time for another look – because it can really help boost your sales. Hollon 2 Hour Fireproof Office Safes are a great connection between the Home Safe Class and the Fire and Burglary Class. It will also make your shop appear to carry a full line of safes with several choices.

An important asset for retailers is to offer “Good, Better, and Best” categories for all products. Just take a look at the grocery store. Cans of green beans in the “store category, regular brand, premium brand or organic brand” are always offered. And so it should be with safes. Our office safes make for a great “better” category and fit very well between a group of Home Safes and a group of Fire/Burglary Safes.



The largest retailers of safes always have several categories of safes to sell in stock and on display at all times. It is always best to make certain you have a minimum of three sizes of any particular line, and should range from small to large

next to each other in your showroom. A first order on office safes should be our models HS-610E, HS-750E, and HS-880E. The HS-610E almost always sells first. The slowest selling model of these three will be the HS-880E, but it should sell around 2 to 4 times a year.

These models are in big demand with accountants in spring during tax season and school districts and government offices in September, coinciding with the end of their fiscal year. Below you will find a comparison of our HS-610E against other brands. Please note that *all* the below models are made overseas.

Time to stop and ask yourself a question: If you saw these three models next to each other on a shelf, which one would you be the most inclined to purchase?

Brand	Model	Wholesale	Suggested Retail	Quality Difference	Retail Price Difference
Hollon	HS-610E	\$---	\$---	2 hour Fire Rated!	Best Price!
Amsec	FS1814ES	\$---	\$---	Only 1 hour Fire Rated	\$--- more
Gardall	SS1913GCK	\$---	\$---	2 hour Fire Rated	\$--- more!

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# Do you make this major mistake when selling home safes?

## These 5 tips will help you turn a common error into a sale ...



### What is a CE Rated Electronic Lock?

There's one question that we get asked frequently about our CE rated electronic locks ... and that is, simply, "What is it?"

CE is a European rating agency that rates computers, electronics, and other products for the European Union. We examine these locks very closely before deciding to choose them. When it comes to our Home, Office, and FB safes, we have found that we actually have a lower failure rate than UL listed models. Don't get me wrong – we still have and use UL listed keypads and dial locks. And if a customer would rather have an S&G Group II dial lock, we can put one on the FB models for only \$--.

But before you decide to go with a dial, I should let you know that models with electronic keypads sell 6 to 1 against models with a dial. But if you are a little nervous that you might experience failure of one of our CE rated electronic locks, just let us know and we can ship you an extra one to keep on your shelf. Because as of right now, the spare locks just sit in our warehouse and collect dust – and they can collect dust just as well on your shelf as they can on ours. So go ahead and try them. I know you will like them.

How many times has this scenario happened to you? A customer comes through the door, and tells you he was just at Walmart looking at a 1-hour fireproof safe for his home, and wants to know what you have available in home safes. Of course, you show him a 1-hour fireproof home safe – and it's double the price of the Walmart product.

What follows is that you find yourself in a pitched battle defending your higher-quality safe against one that's essentially an Igloo ice chest with a lock. The customer politely thanks you for the education and says, "Let me think about it and I'll be back."

But they don't come back. Never do.

So how can you keep from getting trapped in such a no-win situation?

The solution lies in the approach. You never want to compare apples to apples. Instead, compare apples to oranges, as the old illustration goes. Let me explain.

Your customer has a tendency to get fixated on one thing. In this example, it's a 1-hour fireproof home safe. In most cases, one is as good as another; he's not aware of the significant

differences between the cheap version and the high-quality product you're selling. So, in his mind, all he's thinking about is the price tag on what he essentially views as the same product.

Here's an approach that successful locksmiths use to make the sale ...

### 1. Ask open-ended questions

Avoid those questions that can be easily answered with a simple yes or no, unless it also spurs the customer to think. Here are some examples:

- "How are you going to be using this safe?"
- "What are you putting into it? Do you know what you will be putting into it in 10 years from now?"
- "For how long do you plan on keeping this particular safe?"
- "Do you need delivery and bolt down?"

Questions such as these will help "open up" your customer, and in this way engaging him in a conversation.

### 2. Listen

Be an empathetic listener. That means you let the customer do the talking so that you can determine his real needs. Use responses such as "I see," "I understand."

Another effective technique is known as *mirroring*, in which you repeat



the customer's request back to him, in order to (1) make sure you really do understand what he wants, and (2) communicate to him that you indeed "get it." You could say something like: "Let me see if I understand. You want to keep this safe forever, and it will hold paperwork, a little bit of jewelry, and some cash? Is that right?" This will help establish a personal connection between you and the customer.

### 3. Put the product in context

When it comes to comparing a superior safe to a competitor's inferior one, I often like to respond with something like this: "Well, you know that Walmart is not known for selling the highest quality products, right?" I would follow this with: "Now please don't get me wrong, those ice boxes with locks on them are good for some situations, however ..." – and then I go into my product's superior qualities.

### 4. Have – and talk about – the 'right stuff'

The first thing I do – even before the customer comes into my shop – is make sure I am NOT selling the same apples as my competitors. Which means I don't sell a 1-hour fireproof home safe – I sell a *Hollon 2-hour fireproof home safe*. This immediately allows me to establish a difference and a validation that what I have to sell is 100% superior to what the customer is wanting to purchase elsewhere.

Think about it. I am doubling the product's benefit when it comes to fire prevention! This – along with explaining

the further features of my product, and how it is going to benefit them – allows me to justify the higher price for my superior safe. I can tout features such as:

- The use of steel inside and outside.
- C.E. Rated electronic keypad.
- 30-foot impact rated.
- Predrilled bolt-down hole that is lined with steel and will not lose insulation when being installed. It also allows for easy install with the ability to unbolt and move should the customer move, too.

### 5. Remember: not every customer is the same

Selling safes is like selling cars – not everybody wants (or needs) the cheapest and most fuel-efficient model available. If they did, then everyone would be driving a moped.

If you emphasize the benefits of owning a quality safe over that Igloo ice chest with a lock, you're much more likely to make the sale – and, more important, win a new customer.

## We Sell TL-15 Safes

Priced Below Competitor's Fire & Burglary Safes



TL-15 Rated Starting at \$564 includes 2 hour Fire Rating

PM-1814 for only \$799

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Brand	Model	Wholesale	Retail	Quality Difference	Retail Price Difference
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Amsec	FS712ESLP	\$---	\$---	Only 1 hour Fire Rated	\$-- more
Gardall	MS911GE	\$---	\$---	Only 1 hour Fire Rated	\$-- more!

Order 6 or more safes to take advantage of our **FREE SHIPPING Program**

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