

CE Pro of the Week: Chris Thompson, WEBCO Security

A rare female integration company president says she understands how to sell clients on how systems affect their lives.

By Tom LeBlanc

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Each week, we aim to provide an informative - yet colorful - profile of one of your fellow CE pros. Interested in being featured yourself? See below.

How would you use Twitter to describe what your company does (140 character limit)?

Family-owned low-voltage company, offering lifestyle services ... structured wiring, safety&security systems, home theatre, central vac, more.

After you complete a project, what do you think your typical client tells his friend about the experience?

From real customers:

“Everyone at WEBCO was just wonderful to work with!”

“They are patient and explained how to use the system. I am finally sleeping well through the night!”

“We think you are doing a GREAT job! We appreciate that you are always on time and complete your tasks as scheduled.”

“The home security that your company installed gives our family piece of mind.”

What can CE pros learn from your company to make them think differently and run their business better?

It's not the quantity of work you do that makes a company successful; it's properly managing the jobs you do have to maximize profit.

We recommend surrounding yourself with team members and professionals who truly understand how to help you brand, your company and product offerings.

A company brand is defined as how your businesses prospects perceive in their minds your products and offerings.

What trade tip can you offer your fellow CE pros?

Getting involved with the community is very important. Growing a strong business has to start from the roots. Networking with other companies for support and referral base is a great way to build strong relationships and life long clients!

What's the wildest request you've ever had for an installation?

- 1) CE Pro has already featured our personal home where we've installed a wireless sensor on our beer cooler to supervise our teens.
- 2) At the request of the homebuyer we ran a future tube to every outlet location in the house. Made for quite the head-end in the mechanical room.
- 3) Brian, a WEBCO technician, has installed an audio system in a tree fort.

What is your 3D strategy and do you think the technology will live up to the hype?

WEBCO will be installing a 3D panel in our design center, allowing our clients to try before they buy. It is important for our clients to feel good about what they want, and have full knowledge of the products they purchase from us!

With the cable networks and production studios on board 3D will hit with a bang, but we have some doubts about continued success because of the hassle of the awkward glasses. Once they are able to offer the technology without this limitation is when we believe it will truly take over the market.

What is your absolute favorite piece of audio demo material?

We Were Soldiers or Saving Private Ryan ... battle movies really exceed

in using the surround sound speakers and subwoofer to make you feel apart of the movie

What is your absolute favorite piece of video demo material?

Avatar on Blu-ray really blows homeowners away with the amazing colors and hi-def picture.

What is something most people don't know about you?

Most people assume that I am a man because my name is Chris and most presidents in this business are men.

I was a licensed day care provider and a professional cake decorator in the past, so I understand the "what does it do for me?" concept of our products and service and not "how it's done!"

Want to be a CE Pro of the Week? Email me with "CE Pro of the Week" in the subject line and I'll ask you some questions.