

Security Consultant Joins Exclusive Group

Don Moore has won a lot of awards for selling residential security systems. But they pale in comparison to the distinction the Edison Security consultant earned last November.

Moore passed an examination to become a Certified Protection Professional (CPP). By doing so he became a member of a very exclusive professional group.

"There are fewer than 10,000 of us," he said. "There are far more MBAs and doctors than CPPs."

The American Society for Industrial Security (ASIS) conducts the certification. Candidates submit applications to ASIS. If selected, they take a test that covers such areas as security management, loss prevention, disaster preparedness, personnel security, investigations, legal aspects of security, physical security and protection of sensitive information.

Moore said he didn't go through a 14-week training course and take the test to make himself a better salesman but to win what he considers "a badge to show people you're serious about what you do." Few CPPs are in sales. Most tend to be in security management positions.

"I did it because people who have 'sales' on their business card are often considered people who'll do or

say anything to make a sale," Moore said. "While that may be true of others, my colleagues and I are security professionals in every sense of the word."

Moore took an unusually roundabout route into security-system sales. He'd been trained in electronics and his first job in the security industry 18 years ago was in systems installation. Subsequently he moved into trouble-shooting. Along the way, an executive of his company recognized qualities the sales force could use.

"Apparently a lot of our customers took the time to call in and give my superiors positive comments not just about my technical expertise but my ability to communicate well," Moore recalled. "They said they

He's been in sales for about 15 years. His territory consists of two of the toniest communities in Southern California, the Los Angeles suburbs of Beverly Hills and Bel Air, where more than 90 percent of the homes have security systems. The names of many of the homeowners frequently adorn marquees.

With such a star-studded habitat, Moore could drop a lot of names if he wanted to. He could also be a tabloid reporter's best source. His business, however, demands discretion and common sense.

"I'm there to do my job and help the clients, not to impress anybody with who I'm rubbing elbows with," he said, adding that many of his privileged clients refreshingly share the concerns of the average American.

"No matter who the people are, how wealthy or widely known, it becomes very evident very quickly their concerns are the same as those of Joe Average," he said. "They want to protect their families."

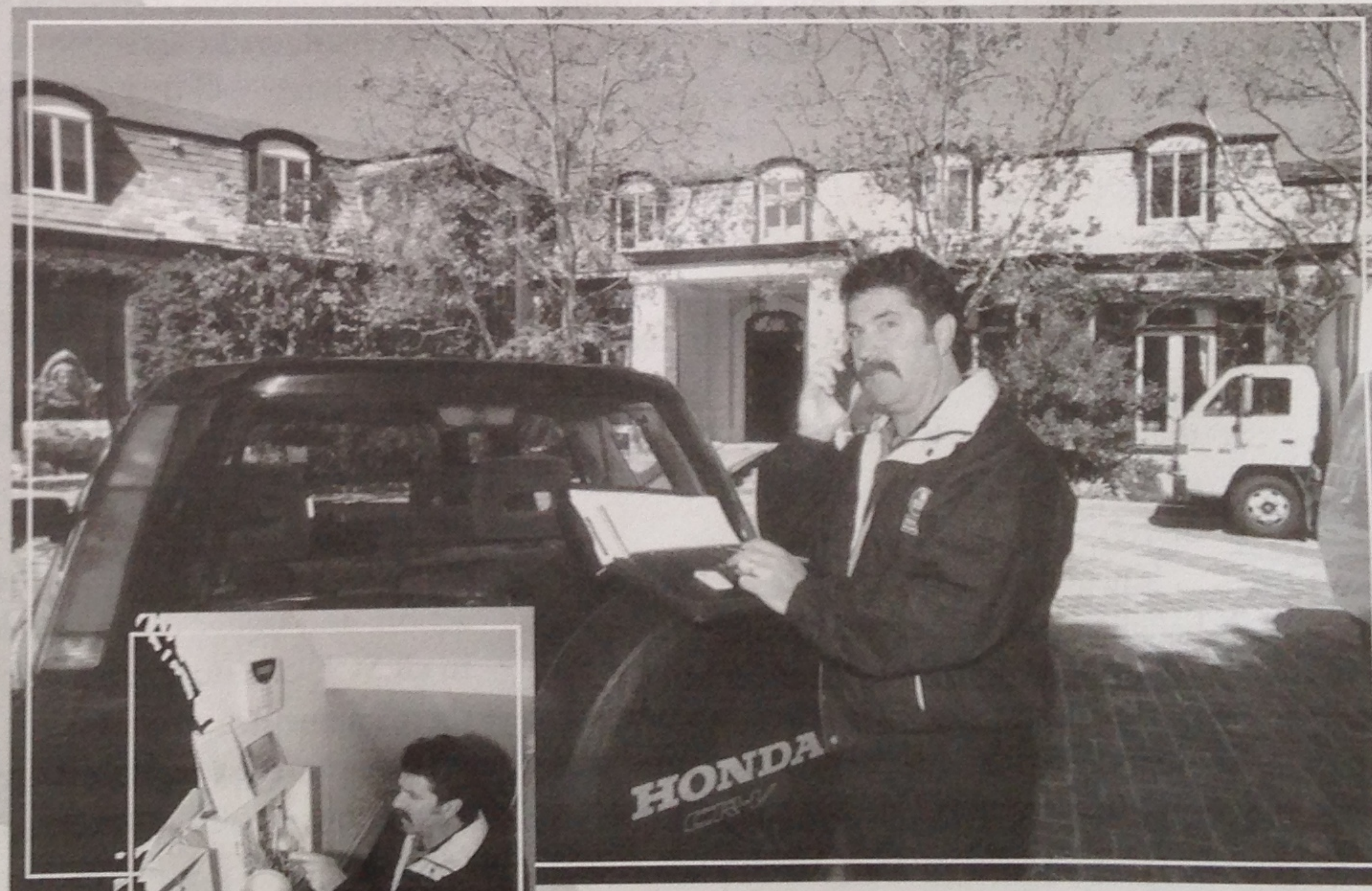
Moore, married with two children, relates to those values. They're among the primary reasons he finds this line of work so rewarding.

"I enjoy residential security," he said. "When

always knew where they stood, what the problem was, whether it was fixed and if I said I'd get back to them, they knew I would."

I talk with clients who really are just moms and dads concerned about protecting their families and homes, I'm proud to be able to help them. It's very rewarding to me." 🌐

Edison Security Consultant Don Moore recently became a Certified Protection Professional, a designation bestowed by the American Society for Industrial Security. Inset, Moore examined a newly installed home security panel.



Photos by Jean Anderson