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Communication with clients by [Charles Willis](#)

Article published on April 24th 2012 | [Home Security](#)

A security company that wants to consistently grow and receive repeated business from existing customers must be able to retain their clients. Retention of clients largely depends on the skill level and the effort the security consultant is willing to put in. The security consultant will meet with prospective clients, devise the security plan, create post orders and train field supervisors at new posts. Most importantly they will be the direct contact for the client. In case of an emergency or if the client wants to make changes to the security services the security consultant will be contacted and will execute the changes.

The relationship the security consultant will be able to establish with the client, consistent and constant communication and responsiveness will contribute to the retention of existing clients. In Los Angeles there will be many incidents and many crisis situations that a security officer will have to deal with. In many cases mistakes and wrong decisions will be made no matter how well prepared the security officer is and how well the security company's supervisors respond. In most cases when an incident occurs the security officer will have to make decisions in split seconds under extreme stress and pressure. Mistakes will inevitably occur.

Unless the security guards blatantly ignored post orders and acted totally unreasonable it will not be the mistake that gets the security fired, but how the mistake was dealt with. First and foremost the security consultant must be totally forthcoming and honest with the client. The security company must take responsibility for the mistake while explaining why it occurred. When the security company employs a security concept that holds security officers accountable and provides excellent service, clients will appreciate it. They will also appreciate honesty and if a company is willing to take responsibility. Additionally, an action plan should be presented that will ensure that the same mistake will not be repeated.

Responsiveness, frequent communication with the client, weekly reports and excellent security services are rarely provided by Los Angeles security companies. Therefore clients will appreciate a company that displays these behaviors. They will not make decisions of changing companies lightly. Another important aspect is that they will not change companies when offered a lower price by a competitor. A good security company should derive a minimum of fifty percent of their new business from existing clients or from referrals.

In my time as a security consultant in Los Angeles I have many security companies fail although they trained their security guards well and held them accountable. Many large security companies like Securitas have lost many accounts, because they lacked responsiveness. Most companies in Los Angeles fail to realize that providing security has become a service business like many others. Customers do not just require excellent security services, but also excellent customer service. Excellent customer service can only be provided if a security consultant is the direct contact in all aspects of the client's security needs. He should be responsive and in constant contact with the client to ensure customer satisfaction and to anticipate future needs. A good security company should have that added element of an experienced and professional security consultant and customers should only hire security companies that are able to provide it.

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Article Keywords:

security company in Los Angeles, Los Angeles Security Guards, Dallas Fort Worth Security Guards

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