



# How To Land Security Contracts

**2012 Edition**

By Michael Evans  
CEO

**USPA Nationwide Security**

**startasecuritycompany**  
a blueline capital company .com



1	Day 1 in Business	1
2	Who Needs Security?	1
3	Company Structure	3
4	Business Office	4
5	Proposal	5
6	Price Point	5
7	Salary Determination	6
8	Different Markets/Different Salaries	7
9	Government Bids	7
10	Corporate Clients	8
11	Small Businesses & Others	8
12	Operating Expenses	9
13	State & Federal Mandated Operating Expenses	9
14	FICA	9
15	SUI	10
16	FUTA	10
17	Workers Compensation	11
18	General Liability Insurance	13



19	One-Time Expenses	15
20	Profit	17
21	Government Contracts	18
22	Corporate Clients	20
23	Private Contracts	22
24	Logo & Branding	23
25	Decision Makers	25
26	Print Ads	25
27	Word of Mouth	26
28	Phone Books	26
29	Where is the Market?	26
30	Business Attire	27
31	Factors Affecting Potential Sales	28
32	Snapshot of a Successful Security Business	30
33	Web Presence/Search Engine Optimization (SEO)	33
34	What is SEO?	34
35	Proper Infrastructure	41
36	Responsiveness	43



37	Ease of Doing Business	44
38	Implementation	45
39	Let Them Speak	46
40	Go the Extra Mile	48
41	Monumental Mistakes	48
42	Repeat Business	52
43	Conclusion	53
44	Resources	58

# ***How to Land Security Contracts***

Written by....Michael Evans

(CEO USPA Nationwide Security)

## **Every New Security Company Owner Experiences This Day...**

It's Monday morning, you just got your security business license. You kiss your spouse good bye and you head to your new office, which is probably in your spare bedroom. It's day one for "Roscoe P. Coltrane Security" (yes from Dukes of Hazard). Now what? This eBook was written with one purpose in mind... to show you how to land security contracts.

## **Who Needs Security?**

The government needs security. In this section I will explain how to put your company on the playing field, and how to know when the government is looking for a security service provider. When I say government, I am not only speaking of the federal government, I am actually aiming at the local municipalities; such as villages, townships, counties and the state. The smaller governmental entities generally utilize a more simplified process to hire security contractors by way of public (sealed) bidding. Government, often times, has the need for your services and they have a pretty straight forward method to choose a provider. The lowest

**RESPONSIBLE** bidder wins. That means the lowest bidder, who meets their qualifications, or “Old Cousin Mel’s Security Firm”, because Uncle Jim is the Town Attorney. I would love to write a chapter that describes a bidding system that is based upon honesty and integrity, where the best guy for the job *always* wins, but that would change this book’s genre to fiction. The good news is that some jurisdictions do operate with integrity. The tactics that I am writing about will work with the honest government (and private) sector bidding processes. Let’s rewind and find out how you even get to bid on a government contract. There are many ways to know when the government is hiring. I can sit here and tell you to look in the legal notice section of your local newspaper, but that is a total waste of your time. You need to sign up with a service that seeks out government bids. The answer is Onvia. They provide government business intelligence to companies that do business with the government. If I can stress anything about how to land government contracts, I suggest that you sign up with Onvia. We formerly recommended BidNet, however in the 7 years since the original eBook was written, we have found Onvia to be a more desirable company to work with. Their contact information is listed below:

**Onvia (800) 575-1736**

[www.onvia.com](http://www.onvia.com)

How do you become a “responsible” bidder? To answer that, we need to define what a responsible bidder is. A responsible bidder is a structured company with references, staff, policies, an office, insurance, bond, license, experience, reliability, money, credit OR a company that appears to have all of those things. You’re brand new, no client list, no references, no money, etc... Here’s how to establish yourself as a responsible bidder when you’re brand new:

### **Company Structure**

When I talk about structure, I mean that you have policies in place; you have staff, managers, etc... You don’t really want to hire an office staff, especially with no money and no work for the staff. Your best bet is to bring in family members as key players. Your wife is not called “My Wife Amy” in the proposal, she’s “Amy Johnson” (Office Manager). I think you get the concept. **Now for written policies:**

You can get an Editable [Employee Manual](#) and a comprehensive [Standard Operating Procedures Manual](#) right on our website. Every government agency will require a copy of your sexual harassment policy, your firearms policy, disciplinary policy, aided cases and they want to know how you handle day to day operations, etc... These are all included in the above mentioned manuals.

## **Business Office**

The government is not going to do business with a guy who works from home; that is if they won't if they *know* he works from home. You need a real business address. Remember that they check on these things and using your home address is easy to find out, especially when they run your credit, or simply MapQuest the location. How do you get around this? The answer is simple, don't run out and pay thousands for an office. Get a virtual office from the Regus Group. A virtual office provides for an actual, usable location for approximately \$200 per month with no security and no long term contracts. Put this address on all of your material including business cards, proposals, letterhead, license, etc... **DO NOT USE A P.O. BOX AS YOUR ADDRESS.**

Here's the contact information for The Regus Group:

**Regus Group (800) 956-9543**

[www.HQ.com](http://www.HQ.com)

## **Proposal**

This one is simple. The government is looking for a professionally written proposal; not a one liner with a low price. We sell an [editable Proposal](#) that has landed me many of my contracts. [Watch a Video](#) that showcases our proposal.

## **Price Point**

Here is how to generate a Price Point for Your Proposals: In order to effectively procure contracts in the security industry, it is vital that you understand the price points for your target markets. The security industry, while extremely lucrative and prosperous, is dominated in part by the “cheapest cost” theory. Most clients will hire your firm based upon several components of your sales strategy but will always revert back to pricing. This section will give you a complete understanding of how to cost out jobs in different markets. You will learn methods on how to identify the going billable rate for security guard services in your assigned region so that you can build your business by keeping costs down, and in-turn decreasing your bottom line billable rate.

It is recommended that you use this formula as a guide to understand the necessary costs involved in operating a security guard firm and to become familiar with costing methods that have enabled USPA to successfully procure contracts in