

Bosch Launches Programme to maximise advantages of using Bosch Technology

In an increasingly competitive market place it is becoming more difficult for professional installers to differentiate themselves from those that are more obsessed with a short term profit than building their business via long term customer relationships. Bosch Security Systems has launched a series of programmes in an initiative designed to enable professional installers to stand out from the competition.

“Bosch stands for build quality and reliability” said Jeremy Hockham, Managing Director “These programmes are designed to enable installers to leverage these values. We firmly believe that our products enable programme members to provide their customers with systems designed for the long term. With Bosch Security behind the programme members, backing them up with superior levels of customer service and support, programme members will be positioned to build and grow long term, highly profitable customer relationships”

There are three levels of programme ranging from the Approved Installer, through the Bosch Security Systems Dealer (BSSD) to the pinnacle of BSSD Premier. These are spread across Bosch’s range of products so companies can apply for the appropriate level of programme in CCTV, Intruder Detection, Public Address/Voice Evacuation or Congress. The programmes are designed to enable members at all levels to grow and develop their businesses and companies can progress through the programme structure as their businesses grow.

“We have tried to make the programmes as contractually simple as possible. We are not looking to dictate terms or buying routes to anyone. We just want to focus on the aspects that will help installers grow their businesses” said Jeremy Hockham. “There are commitments made from both sides which increase upwards through the programmes. A BSSD member has to make some increased commitments with regards to training and must have an increased level of organisation capability than an Approved Installer. In return the BSSD receives greater commitment from Bosch Security with regard to branding, joint marketing and the ability to use and leverage the Bosch brand.”

“Many of these initiatives in the past have failed due to companies simply opening the flood gates and devaluing the benefits of the programmes by making them open to all comers. To enable programme members to maintain a competitive edge the number of companies that will be accepted onto each programme is being closely managed.”

The programmes will officially start on 1st October 2006. In the period prior to this companies are able to enquire about the programmes to see which is best suited to their business. Any company that is interested in the programmes can request some additional information from Bosch Security’s Marketing Department on 01895 878095.

Ends

For further press information please contact: Sean Feast or Iona McIntyre – The AGA Group – 020 7330 8888. email: imcintyre@aga.co.uk

Additional information on Bosch Security Systems and Bosch Group is available at www.boschsecurity.co.uk