

Use the Five “Be’s” to Avoid Sales Scams

The next few months are an extremely active time for home security companies and salespeople. Sad to say, a few unscrupulous companies use it as a time to take advantage of unsuspecting homeowners. But everyone can play a role in fighting back against unethical tactics that some salespersons or technicians might use to try to gain your business, even if you already have a home security system.



At MONI, we do our part by urging the companies in our authorized dealer network to train sales reps to do the right thing. We gain absolutely nothing by misleading a new customer, trying to steal customers away from competitors, or engaging in other unethical tactics. Our dealers become successful by providing great products and services along with an honest, outstanding customer experience. They understand that any other approach is unacceptable – and can often result in fines or legal action.

It helps to be an informed consumer as well. Here are five easy “be’s” that you can remember to help protect yourself against summertime sales scammers. And if you encounter anyone engaging in dishonest practices, please let us know by calling 877.779.2973, or emailing stopdeceptivesales@mymoni.com.

Be informed

Know who your security provider is, whether you are under contract, and how long you’ll remain under contract. When a dishonest sales rep or technician looks at your yard sign and sees who your security provider is, they can use any number of underhanded tactics, such as:

- Telling you that the company has gone out of business, and that they want to become your new provider.
- Representing themselves as being from your provider, and offering a “free” upgrade that actually ends up costing you money for equipment that you don’t need – and that doesn’t even come from your actual security company.
- Coaxing you to leave your current provider. If you have time left on your existing contract, however, the buyout process can be expensive and unpleasant, leaving you paying two companies at the same time.

If you know the facts about your system, your contract and your provider, it’s easy to shut a scammer down before they get rolling.

Be cautious

Always check the credentials of a sales rep or technician. For example, our customers know that if there's ever any doubt about whether someone is actually from Monitronics, all it takes is a phone call to 877.779.2973 to verify their claim. If you're a Monitronics customer, you know that we won't send a technician to your house to make any equipment installations or updates without letting you know in advance. A sales rep may knock on your door as he goes through your neighborhood. But if a technician shows up without an appointment, call us to verify before he starts any work.

Be curious

Sales reps and technicians from our dealer network will provide valuable information about our systems and services, but they understand that you're going to have questions. They know that purchasing home security or home automation is a major decision that you shouldn't take lightly. Ask your questions, no matter how long it takes. If a sales rep isn't patient, thorough and knowledgeable, that's a red flag.

Be firm

A good salesperson will present you with options and patiently explain why they might work for you. But if you absolutely do not want a particular feature or service, let the salesperson know. Also, don't be bullied by an overbearing salesperson or technician who doesn't understand your comfort level. Remember that it's your house, and you control the conversation.

Be proactive

Remember that you can always start the conversation about home security or home automation by contacting us through mymoni.com. We can set up an in-home appointment with an authorized dealer in your area who can visit your home when it's convenient and comfortable for you.