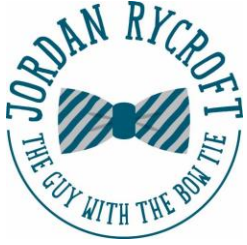




- *“Technology is changing so rapidly what is new today is old tomorrow. Analog CCTV solutions using COAX don’t work anymore.*
- *Analog and coax are holding you back.  
Action: Throw coax cable in garbage can*
- *In fact, the only thing that works now is IP based cameras  
Action: Hold up ethernet cable*
- *If you agree things have changed, that analog and coax are now dead, we have a certain kind of IP camera solution, that you’re going be excited about.*
- *Should we discuss our IP CCTV solution?”*

*See the breakdown of why this gets past the lizard brain on the next page.*





“Technology is changing so rapidly what is new today is old tomorrow. Analog CCTV solutions using COAX don’t work anymore. *Breaks down changes in simple terms and paints a ‘big idea’ to the lizard brain (what’s new today is old tomorrow). It also provides black and white statements (...solutions using COAX don’t work anymore).*”

Analog and coax are holding you back. *The lizard brain will be intrigued because there will be winners and losers...it also provides the intrigue of not wanting to be held back. This gets the lizard brain excited.*

Action: Throw coax cable in garbage can *Provides audio and visual cues – this is great if you can find an old metal garbage can kicking around the board room or wherever you’re pitching. Hitting the can provides a great sound, and you can throw just about anything away when you’re pitching...whether it’s a product, a piece of technology or paper. Another exciting element for the lizard brain.*

In fact, the only thing that works now is IP based cameras.

Action: Hold up ethernet cable *Challenges the lizard brain while providing another visual cue.*

If you agree things have changed, that analog and coax are now dead, we have a certain kind of IP camera solution, that you’re going to be excited about. *If you want to be a winner in this new world, you need our solution that makes it possible. Very black and white.*

Should we discuss our IP CCTV solution?” *Flips the pitch so the buyer is asking YOU for permission to do business.*

