

Commercial training

How to sell the “**Video Evidence Protection**” option to 80% of your clients?

Practical guide to turning your installations into monthly revenue.

Key message:

The client isn't buying cloud storage.

They're buying security, peace of mind, and guaranteed evidence.

Why local storage is no longer enough ?

- The NVR can be stolen
- The site can be set on fire
- The hard drive can fail
- In case of a break-in, the footage is often targeted

Phrase to use with the client:

“If someone steals the recorder, you lose all the evidence”

How to introduce the “Video Evidence Protection” option?

“I will install a video surveillance system with local recording.

In addition, I offer a “Video Evidence Protection” option in the cloud.

This way, even if the equipment is stolen or destroyed, your footage remains accessible.

Moreover, standard AI is included free of charge with all options, featuring detection and filtering of humans, vehicles, and animals.”

This is not an “add-on”

It's insurance for protecting your video evidence.

The **5 arguments** that make clients say **YES**:

1. Evidence remains accessible even in case of theft
2. No modification to existing equipment required
3. Simple activation and easy to use
4. Controlled monthly cost
5. Secure data protection
6. Standard AI included free of charge: human / vehicle / animal detection & filtering

Key phrase:

“It's a small monthly fee to protect a significant investment.”

Handling objections

"I don't need it."

Answer:

"Everything works fine today. That's exactly why we secure it—to avoid unpleasant surprises."

"That's an extra subscription."

Answer:

"I understand. It's simply what ensures that your footage doesn't disappear."

"I'm insured."

Answer :

"Insurance covers the damage. It doesn't recover the evidence."

"My footage isn't important."

Answer :

"If you're installing cameras, it means the footage has value."

How to include it in the quote?

Always present it as an option, never as a question

Recommended method:

- In the quote, add a line such as:

Option **"Video Evidence Protection"** – €X/month (standard AI included)

Do not ask:

"Do you want cloud storage?"

Instead, say:

"I've included **the Video Evidence Protection** option for you."

- ➔ The client rarely removes a protection option when it's presented as standard

BEST PRACTICES

- Always present the Cam2Drive offer
- Never position it as a gadget
- Systematically include it in the quote