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Reitman Security Search is a leader in executive recruitment and consulting, supporting the electronic security/critical building systems space for over 20 years. Our clients include the industry's most sought-after employers; public and private software solutions providers, electronic security technology manufacturers, systems integrators, specifiers/consultants and distributors. Here are some examples of our practice.

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Success Factor #1: Defining What You Want

Success. It's such an elusive word. But what does it mean to be successful? For one entrepreneur, it means earning six figures a year; for another, it means earning six figures a month. And for some, it means being home for dinner and taking their kids to their hockey games, soccer practices, swim meets and everything else life throws at them (maybe while earning six figures).

Regardless of your definition and measurement of success, I believe there is one overarching factor that clearly separate those who reach their desired level of success and those who don't -- that factor is clarity.

When you don't know what you want, how will you know where to focus, what actions to take

and when to say "no"?

What do you want?

What do you want? This is one of the first questions asked when coaching clients and candidates. My role as a coach is to help them get to where they want faster and more efficiently. Interestingly, when I ask this question, I'll often learn one or two things:

1. What they don't want
2. What they've done in the past

Don't get me wrong, reflecting on what you've done in the past and knowing what you don't want are important things. They help us avoid making the same mistake twice and can be useful when they are used as a stepping stone to clarify what you do want. But all too often, people get stuck there, as it's easier to focus on these two elements than it is to take a stand, to risk putting yourself out there and claim what you truly want.

You see, our humanity comes with a price. Many of us desire more, dream big and want to be successful. But as humans, we are creatures of comfort. I find that it's rare for people to want to leave their comfort zones because of the safety they provide.

Taking time out of our business schedule can be a challenge, unless we decide to do so. Time is not something we have. It's something we create. We always have time for the things we want to and somehow never have time for the things that are not as important to us, or for those things that scare us.

If you're ready to bring your business to the next level of success -- according to your definition of success -- here's a mission for you. Take out a pen and paper and answer these questions:

- * What do I want to create as a business (or career track)?
- * In an ideal world, what would this look like 20 years down the line?
- * Why is this important to me?
- * What will this give me? What will it bring me that I don't already have?
- * How will this contribute to the world around me?

These questions will have a profound effect on clarifying your end goal and the direction you want to take with your business (and your life). They will help you clarify your next step, or what the next pivot of your personal transformation is.

The answers to these questions will become your decision filters. Every time an idea comes up or an opportunity presents itself, go back to your answers and ask yourself: "Is this idea or opportunity bringing me closer to my 20-year vision, to building the business I want to create?"

If the answer is "no," you will know that life is just testing you to see if you're really committed to your vision. It's no secret that life sends you the occasional test disguised as a "distraction," "problem" or "opportunity." Use these tests to assess your own determination and your own grit towards your vision.

If the answer is a resounding "yes!" then you know you should move forward with this idea or opportunity as it contributes to reaching your ultimate vision -- and somehow, you'll find the time to make it happen.

Success doesn't happen overnight. It's a journey. It has its ups and downs, and sometimes you may feel like giving up. But it's often through failure that we become a stronger version of ourselves, a version that is more capable of accomplishing those long-term goals we set for ourselves. What's important is that you define what success looks like to you. That way, you have the clarity to pursue your goals and to push forward onto a path of personal success, enrichment and development.

Now, take action. Answer these five questions and get clarity on what you want to create as a business. Because with clarity, so much more is possible for your personal development, your business and your long-term goals.

Source: Sara Gilbert, Forbes.com, Forbes Councils, Strategist Business Development
www.strategist.cc.

Recent Placements and Current Engagements

Chief Revenue Officer/Sr. VP Sales- Private Equity

Regional Sales Manager- Access Control- New England Territory

Regional Sales Managers- Cloud-Based Commercial Platform: SoCal, NYC/Northeast & Midwest Territories

Business Development Manager- Access Control- Dallas/North Texas Region

Director of Product Management/Key Accounts- Life Safety Systems- **COMPLETED**

Regional Sales- Enterprise Access Control- Western Canada

Regional Sales Manager- Multiple Territories- RFID Technology

A&E Business Development, Mid-Atlantic Region- Network Video Solutions

Regional Sales Manager- Access & Video Solutions- MD/VA Region- **COMPLETED**

Business Development Manager- Access Control- Pacific Northwest Region

Regional Sales- Connected/IoT offerings- Intelligent Building Software- NYC

VP Sales- Physical Security Solutions

Global Key Accounts Manager- Life Safety Technology

Sales Leader- Connected/IoT offerings- Systems Integration- Northeast

End User Sales/Major Projects- Chicago

National Account Manager- Access/Video/Intrusion Solutions-**COMPLETED**

Regional Sales Manager- Access & Video Solutions- Denver/Rocky Mtn
Region-**COMPLETED**

Corporate Security Director- US Based Multinational

Regional Sales Manager- Access & Video Solutions- Texas Region- **COMPLETED**

Business Development Consultant- Building Systems- Atlanta

Regional Account Manager- (Existing Accounts) Metro NYC- Systems Integration/BAS

Regional Sales Manager- Access & Video Solutions- Carolinas- **COMPLETED**

Branch Sales Leader- Systems Integration: HVAC/Security/Life Safety- Chicago- **COMPLETED**

Regional Service Sales- Building Automation- SaaS solutions: Chicago, Atlanta, South Fl Territories

Regional Sales Manager- Intrusion Solutions- Pacific Northwest Region

VP Global Engineering- Access/Video/Intrusion Solutions- **COMPLETED**

Solutions Architect- Cloud/IoT offerings- Canada (Toronto-based)

Business Development Manager- Transit/Transportation Vertical- Network Video Solutions- **COMPLETED**

Regional Sales- Southern CA, Central FL and Chicago Territories- EM Access Control

Service Sales Executive-Named Accounts- HVAC/Controls/Fire/Life Safety- Chicago

Regional Sales Manager- Enterprise Software/Surveillance-Pacific Northwest- **COMPLETED**

Major Projects Capture- Chicago Region- Integrated/Connected Building Solutions

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