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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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These Four Words Will Instantly Improve The Way You Communicate And Connect

Do you frequently find yourself frustrated by your team's lack of understanding? Are you perplexed that your sales development efforts have fallen flat, even though you've specifically touted your product or service's credentials? Are your colleagues and clients not responding to your emails or calling you back?

No matter your industry or profession, there are four words that when acknowledged and embraced have the power to completely change your results: *It's not about you.*

Far too often, we assume that everyone thinks, behaves and communicates the same way we do. Worse, we make the mistake of focusing our sales pitches and communication about us, rather than our intended audiences.

The finest leaders understand that by putting others first and adopting a service mindset, they can improve their communication and connection, and establish trust, deepen relationships and build business.

So, how can you apply those four words to help you communicate and connect better? By employing these essential soft skills (perhaps more aptly named "power skills") in your workplace:

Awareness

We all have those colleagues who are utterly clueless. Completely oblivious to those around them, to their environment and worse, their own behavior, they blindly make their way through the world never quite understanding why they aren't progressing in their careers.

If you want to ensure that you're not that person, you need to cultivate awareness of yourself, others and situations.

Self-awareness is having a clear understanding of your strengths, weaknesses, beliefs, motivations and emotions. It's not just about knowing how you move through the world, but also how your energy affects others. It allows you to understand that everything is connected- your interactions with other people, how they perceive you, your attitude and your responses to them in the moment- and all can be enhanced through better self-awareness.

Awareness of others is impossible to do when you're multi-tasking. Give people your undivided attention, and listen with the intent to understand, not to respond. When you're focused on them, you send a message that they matter, which will improve your communication and connection.

Situational awareness speaks to your ability to perceive what is happening- or predict what will happen- in your company or industry environment. The more observant you are, the better able you'll be to see the current reality and future possibilities. This will allow you to adapt your messaging and methodologies, which will aid you in your ability to communicate and connect with others.

Empathy

Though often confused with sympathy, which is feeling compassion for others, empathy is about putting yourself in someone else's shoes and seeing things from their perspective. In other words, it's all about them.

To be a more empathetic leader, you have to first shift your mindset to put people first. See them as human beings rather than a means to the end of a transaction or task. With your customers, practicing empathy means establishing a relationship where you practice serving, not selling. With your colleagues, it starts with giving them the benefit of the doubt and checking in frequently. By putting yourself in someone else's shoes, you'll better understand their needs, which is the foundation for successful communication.

Next, ask thoughtful and probing questions that draw out implications and feelings. Curious people ask lots of questions, leading them to develop a stronger understanding of the people around them. This also builds rapport and fosters a deeper connection.

Finally, listen more and talk less. This allows you to discover new ideas and detect potential problems when they're still small. Add to that an open-mindedness to considering differing points of view, and you'll make others feel valued and heard, better understand your customers, colleagues and partners, and then be able to use those insights in ways to better serve and communicate with them.

By cultivating your awareness and empathy, you'll naturally adopt an "it's not about you" frame

of mind and improve your communication and connection with others.

Source- Amy Blaschka: Contributor, Forbes

Recent Placements and Current Engagements

Chief Revenue Officer/Sr. VP Sales- Private Equity

Regional Sales Manager- Access Control- New England Territory

End User Business Development- Network Video Solutions- New England Territory

Regional Sales Managers- Cloud-Based Access Control: NYC/Northeast & Midwest Territories

Regional Sales Managers- Cloud-Based Access Control: Western US- **COMPLETED**

Regional Sales Manager- Access Control- Upper Midwest Region

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

VP Sales- Physical Security Solutions

Global Key Accounts Manager- Life Safety Technology

Regional Sales- Enterprise Access Control- Western Canada- **COMPLETED**

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

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

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

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

Business Development Manager- Access Control- Pacific Northwest Region- **COMPLETED**

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**

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

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

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

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

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