

# Automatic Fire Alarm Association

## Jump into Fire

### 1-day Course Outline (7 hours)

#### Course Description

This seminar is intended for sales representatives interested in selling fire alarm services. The seminar includes a review of codes and standards, fire alarm system fundamentals, the sales process, and the importance of using clear contract language. Other sales opportunities are reviewed, including testing and inspection, monitoring, and others.

This seminar is based upon the 2009 edition of the *International Building Code* and the 2010 edition of NFPA 72, *National Fire Alarm and Signaling Code*.

7 Contact Hours Continuing Education - Participant must attend entire seminar to receive credit.

#### Course Materials

- Student workbook (provided)
- Pencil and note paper – (student to provide)

#### Course Outline

1. Don't be afraid to sell fire protection services
  - a. Understand why fire protection is provided; codes and standards
2. Fire alarm system fundamentals
  - a. Pieces and parts
3. Jump into Fire!
  - a. Define your market segments
4. What have you done for me lately?
5. Other sales opportunities