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# THE TECHNICIAN GAP: A BETTER WAY FOR SECURITY DEALERS TO HIRE A-PLAYERS

*How to hire for fit, reduce wasted leadership time, and avoid costly mis-hires*

April 23, 2026

# Today's Agenda



01

Introductions

02

The Hiring Landscape in Security

03

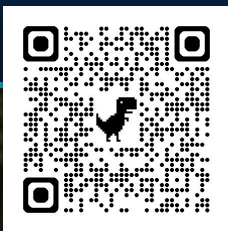
What Great Hiring Requires

04

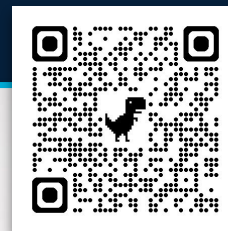
Amplify People & How We're Different



# Your Hosts:



**Clay Blakemore**  
Account Executive  
One Firefly / Amplify People



**Samantha Hodz**  
Director of Talent Acquisition Services  
Amplify People



# Amplify People

- Launched in 2023 to **solve hiring** for technology businesses
- Built on **15+ years of growth experience** through One Firefly
- **Focused expertise** in AV, security, electrical & home services
- More than recruiting — we help you **attract, hire & retain** the right culture-matched people



CEDIA  
MEMBER





**Hiring in security has changed —  
and for many companies, the  
process hasn't quite caught up  
yet.**



# Why We're Focused On Security



- ❖ Deep experience supporting technical service businesses
- ❖ Similar hiring challenges — with more complexity
- ❖ Learning directly from security dealers
- ❖ Adapting our approach to fit this industry



# Hiring Is Already Challenging...



- ❖ Finding qualified candidates takes more time and effort than expected
- ❖ It's hard to consistently identify the right fit
- ❖ Pulls focus away from running the business
- ❖ Even strong hires don't always stick



# ...And It's Even Harder In Security



- ❖ Certifications and licensing add complexity
- ❖ Life-safety work raises the stakes
- ❖ Trust and reliability matter more
- ❖ Technician experience levels vary widely + it's a niche role for salespeople



# Stuck In A Cycle Of Reactive Hiring



**You hire based on  
availability, not  
long-term fit**



**You rush  
decisions to keep  
projects moving**



**You rely on  
inconsistent or  
gut-based evaluation**



**You end up re hiring  
for the same role  
again**



A person is shown from the side, sitting at a desk and working on a laptop. The person's hands are on the keyboard. There is a black mug on the desk next to the laptop. The background is a blurred office environment with a window. The overall image has a semi-transparent teal overlay.

## **The Costs Of Mis-Hires**

**Lost time — interviewing, onboarding, and retraining**

**Strain on team morale and performance**

**Risk to customer experience and trust**

**Distraction from running and growing the business**



# What Great Hiring Actually Requires

**Clear  
definition of  
success in  
the role**

**Alignment  
on  
expectations**

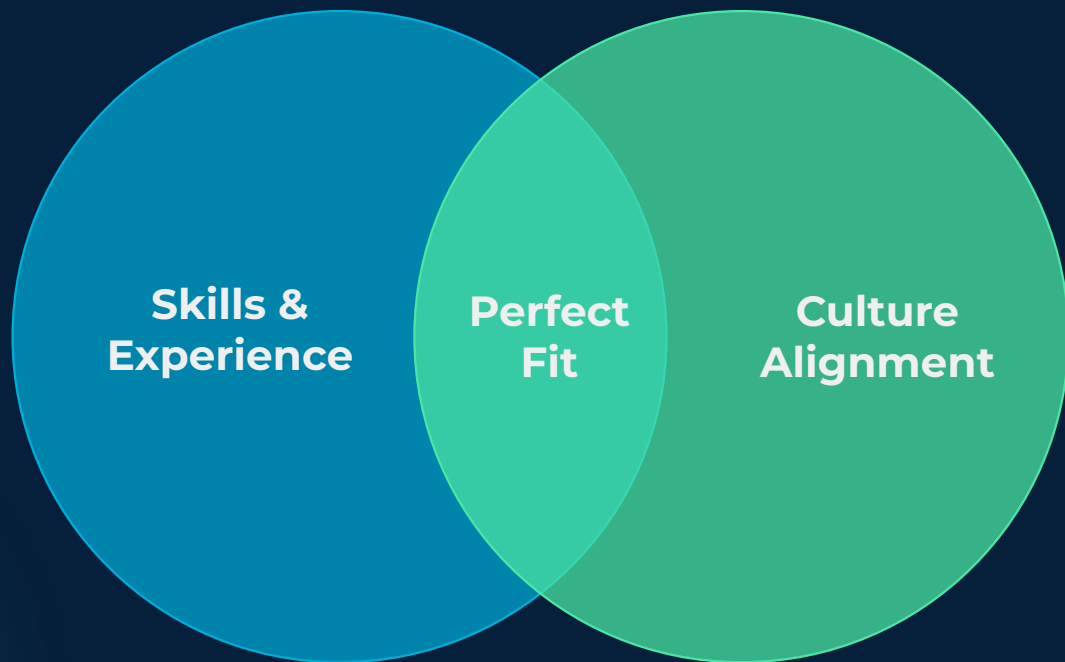
**Structured  
evaluation**

**Consistency**



# The Right Fit

- ❖ Skill set match
- ❖ Personality match
- ❖ Work ethic match
- ❖ Compensation match
- ❖ Culture match



# What Most Hiring Paths Look Like



## **TRADITIONAL RECRUITERS**

*Not specialized in your industry*

*High cost (percentage of salary)*

*Short-term placement focus*

*Limited accountability for  
long-term success*



## **DO IT YOURSELF (DIY)**

*Not your primary focus*

*Time-intensive to get right*

*Limited access to qualified  
candidates*

*No built-in process or network*





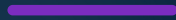
- ❖ **Talent partner**
- ❖ **Flat-fee model**
- ❖ **Specialized in technical roles**
- ❖ **Process-driven**
- ❖ **Focus on long-term cultural fit**

# How We Work



## Discovery

Define the role  
+ success profile



## Source

3-pronged  
approach



## Filter

Screening +  
skills interview



## Hand Off

Vetted  
candidates



# Our Guarantees



**Tailored  
hiring**



**No surprise  
fees**



**Consistent  
process**



**Weekly  
communication**



**Scalable  
offering**



**1-day  
launch**



# Who This Is A Good Fit For



- ✓ Looking for a true hiring partner
- ✓ Open to honest conversations about the hiring market
- ✓ Focused on building a team of A-players, not just filling roles



# Let's Connect



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