

Bosch Security Systems creates new sales team to provide better customer service

Published on 20 Jun 2013



The new team assists Bosch's field-based sales team with the support of dealers across US

[Bosch Security Systems, Inc.](#) has created a new inside sales team to better service its customers with a more pro-active and focused approach. The team of 12 associates is dedicated to working closely with customers to help them create high-quality solutions using products from the company's broad portfolio of systems for communications, video surveillance, access control, and intrusion and fire detection.

"Bosch is introducing new products at a rapid pace, and the inside sales team is helping to make customers aware of the tremendous value these innovative solutions can bring to them and their clients," said Jim Musshafen, director of sales operations, Bosch Security Systems, Inc. "This group is unique among security industry manufacturers and demonstrates how Bosch is continually evolving to lead in the service and support offerings we provide our dealers."

Responsible for both inside sales and pre-sales activities, the team, based in Fairport, NY, is assisting Bosch's field-based sales team with the support of dealers across North America. The group is expected to help increase customer satisfaction and to enhance sales to both small and mid-sized dealers.