



CREATE YOUR VALUE MESSAGE

Can you answer the customer's question - "Why should I buy windows from you vs. one of the alternative window companies in the market?" Your message to your customer must be clear. Be prepared to describe the differences between you and your product versus your competitors. Keep in mind that your message should be outwardly focused and using the words you and your more than us, we and our. This helps to ensure that your message focuses on the customer as opposed to you and your company.



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EXAMPLES:

1. The ReliaBilt 3900 gives you one of the tightest windows, in terms of air infiltration on the market today. Lower air infiltration means you will experience less drafts which makes each room more comfortable for you and your family.
2. The ReliaBilt 3900 has a design pressure rating of DP-60. Many of the other windows in the market will have DP ratings of 25-40. This gives you a very strong, structurally sound window that will provide comfort, energy savings and beauty to you and your family for years to come.