



## ALWAYS LEAD WITH YOUR BEST WINDOW... THE SERIES 3900!



Presented by  
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- I hear from PSEs all over the country that homeowners today care more about energy efficiency than anything else, and that of all the energy efficiency statistics, air infiltration is the most important to them.
- If your goal is to offer your customer the best possible window for their situation, then the ReliaBilt 3900 is the only option.
- There is only one reason to lead with the ReliaBilt 3201... and that reason is PRICE!!
- Do not tell your potential customer what they want, or can afford. Let them determine that based on what you show them.

**You only get one opportunity to demonstrate to your prospective customer what you and Lowe's can offer them. Don't sell yourself short by not presenting the best product you have available.**