



MASTER CONSULTANT SERIES: IN-HOME SELLING

If you're interested in raising your average sale price, increasing your closing percentage, and making more money, than this is a presentation you don't want to miss! At the completion of this program you will be certified as a Master Consultant, and receive collateral that can be used to market your business. Our agenda includes:

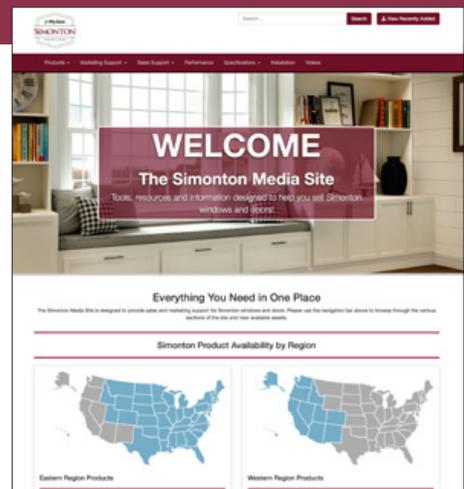
- Customer Buying Behaviors
- Identifying and Communicating Value
- Sales Strategy / Process
 - Intro
 - Fact Finding
 - Offering
 - Closing
- Overcoming Objections



MASTER CONSULTANT SERIES: MARKETING

This session will cover relevant methods to effectively market your home improvement company. Our agenda includes:

- How Effective is Your Web Site?
- Using Social Media to Your Benefit
- Job Site Marketing
- Effective Use of Testimonials and Referrals



PREFERRED INSTALLER SERVICE AND INSTALLATION TRAINING

This program is "hands-on" and consists of 50% classroom and 50% installation. Our agenda includes:

- Different Types and Styles of Windows and Doors
- Understanding Manufacturing Guidelines
- Troubleshooting and Installation Tips
- Proper Care and Maintenance of Vinyl Windows and Doors
- Location of Online Resources





BUSINESS ENHANCEMENT SERIES: VALUE SELLING

Be re-inspired with this informative and practical discussion designed to support you and your business. Our agenda includes:

- Selling on Price vs Selling Value
 - a. Is it really all about price?
 - b. What is value... and how to communicate it.
- Importance of Differentiation
 - a. Salesperson
 - b. Company
 - c. Product
- Third Party Credibility
 - a. NFRC
 - b. AAMA
 - c. ENERGY STAR®
- Valuable Differentiators
 - a. Distributor
 - b. Manufacturer
 - c. Product



BUSINESS ENHANCEMENT SERIES: WINDOW WORKSHOP

Each training event is customized to the local market and participants will leave with a plan, and tools to win in their backyard! Our agenda includes:

- Identify and Prioritize the Activities Needed to Increase the Window Selling Proficiency of the Participants and Increase Window Sales
- Schedule the Agreed Upon Activities
- Follow Up on the Planned Action Items
- Track the Success of the Program



BUSINESS ENHANCEMENT SERIES: COMPETITIVE WINDOW WORKSHOP

This is a flexible, fast, training platform to help our customers attack the competition in their market. Our agenda includes:

- Hands-On Study of the Top 3-4 Competitors in a Market
- Session is Led by Atrium/Simonton TSM, with Plenty of Involvement of Distribution Sales Reps
- Participant Will Leave with Compelling Reasons why Contractors Should Buy their Windows as Opposed to Others in the Market