

What's Your Value? It's What You Get Paid For.

I. Your Simonton Partnership

II. Selling on Price vs Selling Value

- a. Is it really all about price?
- b. What is value... and how to communicate it.

III. Importance of Differentiation

- a. Salesperson.
- b. Company.
- c. Product.

IV. Top 5 Features and Benefits

- a. Remodeler.
- b. Builder.
- c. Project / GC.
- d. What's important to present?

V. Third Party Credibility

- a. NFRC.
- b. AAMA.
- c. Energy Star.

VI. Differentiators

- a. Distributor.
- b. Simonton.
- c. Product.

VII. Upselling

- a. Options.
- b. Quote multiple lines.



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Brian McCauley is a well known professional in the industry with many insightful published columns. He has trained thousands of people nationwide, and speaks on topics that are current and crucial for success. Follow him on [LinkedIn](#) and [twitter](#) @Brian_salesguy

