



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.

Examples:

1. The Simonton 5500 gives you one of the most energy efficient windows in the industry today. The standard overlapping – interlocking meeting rail in conjunction with the dual-action cam lock and 17 points of contact weatherstripping help prevent against air infiltration. Lower air infiltration means you will experience less drafts which makes each room more comfortable for you and your family.
2. The Simonton 5500 also gives you a 3/4" stainless steel constant force balance system that includes the exclusive Denny Clip™ pivot system which helps maintain perfect sash alignment on your Double Hung windows. This system allows you to operate the sashes on a Double Hung window with a minimum of effort regardless of the size and weight of each sash. The stainless steel component means that the balance system on your window will not rust over the lifetime of the window.