



## **ALWAYS LEAD WITH YOUR BEST WINDOW... THE SERIES 5500!**

- I hear from contractors 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 Reflections 5500 is the only option.
- There is only one reason to lead with the Assure Series... 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 can offer them. Don't sell yourself short by not presenting the best product you have available!**