

CREATE YOUR VALUE MESSAGE.

Can you answer the customer's question - "Why should I buy windows from you vs. my present supplier?" 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.



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Examples:

1. Instead of being an order taker, I know the products I sell, have toured many of the manufacturing facilities and know how to install them.
Focusing in on being **your window resource** is the goal.
2. Atrium has been in business since 1946 and that means you can have confidence that Atrium offers solid products with solid performance to **make your life easier.**
3. Atrium's Inside Sales staff excels at quoting and ordering so **you get what you want.**
4. Atrium thrives to get you one-week, on-time deliveries and has a proven success rate. So, **you get your Atrium orders when you want.**