

WORKFLOW

DEALER CALL GUIDE

Meaningful and planned calls demonstrate you value the customer's time - and builds long standing relationships

EXISTING CUSTOMER

Great questions get great information

- How are you doing during these times? [empathy, caring]
- What's keeping you busy? How can I provide help?
- What does your current staffing look like? Are you doing anything different to keep them busy?
- How is your customer activity? How are you handling it during COVID?
- How are we doing in supporting you?
- What can my company do to better serve your needs?
- How do you need to transform your business, and how can I help?

PROSPECT

Great questions get great information

- How are you doing during these times? [empathy, caring]
- What makes your business special?
- What do you know about Durabuilt?
- Looks like ??? is your current / main supplier, What value do they provide that has you supporting them?
- What are your biggest challenges you are facing? How can I help?
- How do you assess new suppliers? What is their typical entry point?
- What barrier could be in the way stopping you from adding / switching suppliers?
- What are your biggest challenges? How can I help you overcome those challenges?

Why DURABUILT? We provide an experience beyond expectations



Simply Superior Products

We design products with your needs in mind, fully tested to exceed building code standards and an eye to fashion that will help you sell.



- New for 2020 Product virtual meeting
- New for 2020 Doors virtual meeting
- Vivace Product demo
- Therma-Tru Doorways App
- Website visit - Videos

DURABUILT CX

Your all-in-one selling solution, easy to use and customer friendly – sell more.



- CX virtual demo
- CX virtual training



Community Focused

Privately owned, focused on the communities in which we live, work and play



- Share company accolades
- Share Joe & Harry story



Service Level



CONNECT YOU

Customer experience attentive Account Managers, Account Team reps and Connect You agents have you covered.



- Talk about your personal CX approach / sales coverage and out team approach
- Salesforce demo – accessible data for all
- WORKFLOW and Onboarding review - process
- Meet the Team virtual meeting
- Review Website Resources and Marketing Store



Prairie Approved

Manufacturing on the Prairies, for the Prairies. Built, and guaranteed to withstand anything Mother Nature has to offer.



- Introduce them to an advocate dealer
- Show company experience timeline



Environmentally Aware

Innovative, energy efficient windows and doors, with rigorous lean manufacturing, quality assurance, environmental waste management, and safety practices in place.



- Share our performance results
- Share our DIMS story