

# The Cycle of Cast Stone

Everything a Salesman Should Understand

## Sell It

*Everything you need to know to sell the product*

- Product Knowledge
- Targeting the Customer
- Sales Kit
- Follow Thru

Communication is the Key



## Design It

*Step by step through the process of choosing cast stone*

- Choose Product Groups
- Select Product Options
- Select Profiles
- Choose Decorative Touches

## Install It

*Putting the project together*

- Preassemble Units
- Installation
- Mortar the stone
- Cleaning and maintenance



*This document is designed to take you through the Cycle of Cast Stone. From finding new customers, through the designing and building of a project, to satisfying the customer after the job, we show you how it all works. Unlock the key to becoming a successful salesman.*

# The Cycle of Cast Stone

— **Sell It** —

## What's in it for me?

Below we list some of the many benefits of being a cast stone salesman

- A distributor has the advantage of an on hand inventory, located at their facility, that can be shipped to a job site immediately.
- Beat the competition with the best possible turnaround.
- Local Inventory reduces the cost of shipping
- Distributor price breaks reduce salesman cost, allowing creative pricing and better profit margins

“**Sell it**” is more than just convincing customers to buy. Educating your customers and learning their needs will optimize their satisfaction. Remember your last customer is your best method of advertising.

## The Basics of Understanding How to Sell cast Stone

- 1) **Understanding Your Customers** - Know who buys cast stone.
- 2) **Understanding Product Knowledge** - Know your stuff. Quick answers to customer questions will impress.
- 3) **Understanding Project Process** - Makes it as easy as 1 - 2 - 3.
- 4) **Understanding Channel Programs** - Anything the customer could want is available..
- 5) **Understanding Sales Tools** - Drawings, details, and forms that make the ordering process simple.

*\* Always followup with the customer after the job is over.*

### **Example Scenario**

*(The following is a scenario about a customer who contacts you with interest on adding Cast Stone to their project. )*

*A customer calls you at 4:30 p.m. and identifies himself as a builder on a project. He tells you that his customer is complaining about the cost of natural stone. As a solution he decided to contact a couple Cast Stone manufacturers to get price quotes. He explains that he has to have this quote to his customer by 10:00 a.m. tomorrow morning. What do you do?*

*You know that the customer hasn't chosen profiles, shapes, styles etc. He wants a quick estimate for replacing the natural stone with cast stone. Ask for the plans on the project, and using the Estimation Form from your sales kit and begin filling out the Product Group names and quantities based on those plans. Look at his plans, find out where the In stock inventory Catalog can cover the needs, and where you need products from the expanded product line. Try to submit this to him the same day he made contact with you to increase your chances of getting the job.*

# The Cycle of Cast Stone

## —Sell It—

*Finding customers is about knowing where your target is. The best people to sell cast stone to are professionals who help build lots of homes and commercial properties, these people can bring you considerable repeat business. Below is a list of some of the most likely prospects.*

## UNDERSTANDING YOUR CUSTOMERS

### The First Step of Selling

**Architects** - Architects will appreciate the large **library of drawings** and **specifications** that will enable them to integrate profiles, available online. This can save an architect hours of **time**. The wide range of product options and custom designs will help an architect add unique touches to all his work. Target an architect early in the design process, before decisions about materials are made.

**Builders** - Builders will appreciate quick **turnaround** time a distributor can provide to an order. We also provide **technical help** that will help them solve problems quickly. Target the builder when he is shopping for building materials.

**Masons** - Masons are important to the cast stone project. Target them when they are tasked with selecting building materials. They will also appreciate the **technical information** and **installation tips** we provide. The **quality** of manufacture, and the precision specifications will help a Mason install a job **quickly and easily**.

### Targeting Your Customers Needs

**Areas to Target** - Look for areas of new construction. Look for construction industry statistics and information on local building permits. Get to know where things are growing fast and who is doing business there.



effective **Communication** is the key to a successful **SALE**



# The Cycle of Cast Stone

—Sell It—

## UNDERSTANDING PRODUCT KNOWLEDGE

Being Educated about the Product is the first step in selling it

### Introduction to Cast Stone

Cast Stone is a man made limestone type product. It is mostly used as Architectural features but can be used anywhere on the building.

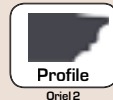
### Speaking of Cast Stone

The language of cast stone uses several key terms that are essential when communicating with your customers.



#### Basic Terminology

- ◆ **Product Groups** are types of architectural features
- ◆ **Units** are a set of parts assembled to complete a finished product.
- ◆ **Parts** are any piece of cast stone used to create a unit
- ◆ **Profiles** are the shape that creates the look of the part



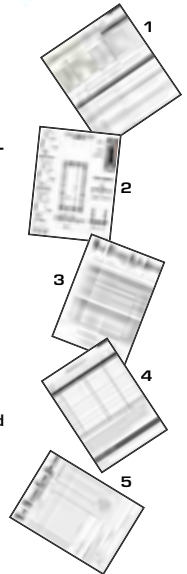
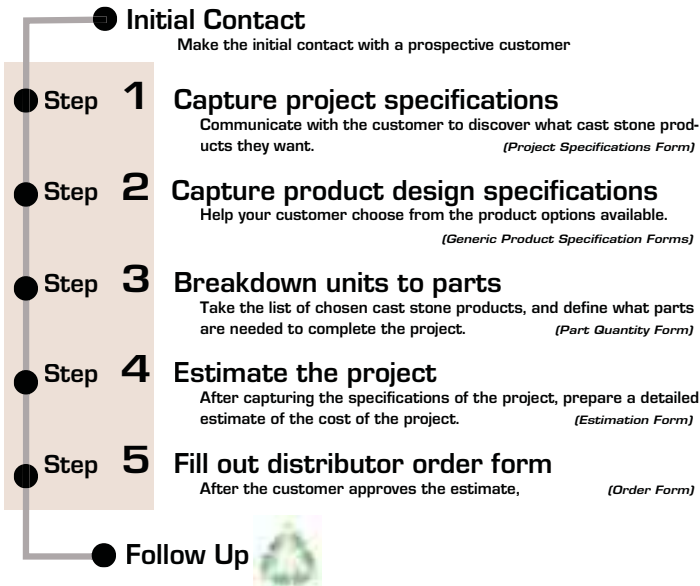
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# The Cycle of Cast Stone

—Sell It—

## Understanding the Project Process

After you have collected all data about the client and the project; names, numbers, and locations, this process will take you from a customer's concepts to a finished project and to your next project.



**Follow up** each completed project. Some methods of following up are telephone calls or an email. Ask the customer about their level of satisfaction with the product, the installation, and the people who worked on their project.

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# The Cycle of Cast Stone

—Sell It—

## UNDERSTANDING CHANNEL PROGRAMS

Our line of cast stone is the most extensive in the industry. We have chosen our most popular and useful products and created our distributor inventory line, which is channel 1. We also offer three further levels of extended product line, each channel offering more selections, up to the most detailed custom designed projects.

### **Channel 1** **Stocking Distributor** - Cast Stone parts carried as inventory by the distributor

In stock locally for quickest turnaround  
Aggressive discount pricing  
(.016 Distributor Price Cost Factor)  
*(.024 Retail Cost)*

### **Channel 2** **Non-Stocking Distributor** - Fine Cast Stone Virtual Inventory Catalog

Expanded range of products and options.  
Fine Cast Stone product line is ready for expedited production  
(.018 Cost Factor)

### **Channel 3** **Rep Custom Work** - Stone Legends complete product line

A vast range of products available from our 500 page catalog and more.  
(.020 Cost Factor)

### **Channel 4** **Referral** - Custom Designs

Project is turned over to Stone Legends for complete design process  
*(Get us the plans and we do the rest)*  
3% Referral Commission

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# The Cycle of Cast Stone

—Sell It—

## UNDERSTANDING SALES TOOLS



We have created tools to support you when completing the sale

### Marketing Support - Tools to excite you and your customer.

#### Fine Cast Stone Inventory Catalog

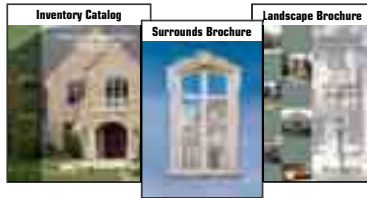
Your distributor product line

#### Stone Legends Surrounds Brochure

A brochure describing the options for an important product group

#### Landscape Brochure

Illustrates the complete range of the product line, and helps with designing a landscape



*and more!*

Our brochures are available online at [http://www.stonelegends.com/mkt\\_brochure.asp](http://www.stonelegends.com/mkt_brochure.asp)

### Workbook - Tools to capture all design decisions and specifications.

#### Generic Product Specification Form

Describes all the options available for a product group

#### Project Specification Form

Helps your customer understand all the product groups and their locations.

#### Interface Drawing

Shows how all the parts in a family or unit fit together correctly



### Technical Support - Tools to support a Mason with completing the job.

#### Detail Cross Section

Shows how a unit attaches to a structure

#### Technical Brochure

A source of information that will be helpful to a Mason installing the product

#### In House Tech Support Line

The place to go for questions and solutions to issues that might occur during a project



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# The Cycle of Cast Stone

## Design It

***Let me introduce you to the next step in the design process.  
Simply follow these four steps and you will not go wrong.***

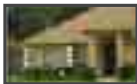
### 4 Steps of Design Decisions

#### 1) Choose Product Groups

Where do you want to put your cast stone?



Banding



Quoins



Keystones



Jackarches

Start with the front and work around to the rear of the project, then the interior, and the landscaping. This will help keep your products organized by area. Consider the architectural style of the project.

#### 2) Choose Options

What kind of architectural accents do you like?



Each product group has many varieties and options available, from clean and modern design to classic traditional styles. Keep the architectural style of the project in mind and base your choices on what will work well with that style.

#### 3) Select Profiles

Get down to the details



The original style choices can help you select profiles. Profiles are flat, squared, or rounded, and have either more or less detail. To make profile selection process easy we have created families, sets of profiles put together by Architects that relate very well together. You can view these families at

<http://www.stonelegends.com/profiles.asp>

#### 4) Choose Decorative Touches

Add the icing to your cake



You may want to add some further decorative details to your product groups. For instance you can add crowns or plinths to window and door surrounds, or plinths can be added to columns, as seen in the examples to the left.

Get to know your customers architectural style so you can guide them toward good design decisions. We have created a tool to help you, the online Style Guide Magazine, where we take past projects and styles and break them down to the products and profiles that were chosen. Check them out online at

[http://www.stonelegends.com/mkt\\_brochure.asp](http://www.stonelegends.com/mkt_brochure.asp)

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# The Cycle of Cast Stone

## — Install It —

Proper installation is the final step to creating beautiful cast stone projects, and professional stone masons will make all the difference. Being able to speak knowledgeably about installing the product will help you give the customer confidence in you and your products.

### 1) Assemble Parts

Test fit the parts



Parts pre-assembled



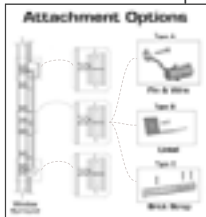
*Preassembling parts before installation will ensure the cast stone is installed flawlessly*

### 2) Attach

Install the parts



*There are many attachment methods, these are suggestions only. The preexisting building materials and local building codes will guide your stone mason as what alternatives are best for your project*



Ask about our library for more detail section drawings.



Quoins



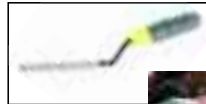
Watertable



Wall Caps

### 3) Pointing

Mortar the joints



*Quality mortaring will make the difference between a great installation and a rough looking job.*



### 4) Clean

Remove excess mortar



*Taping around the mortar joints prior to grouting can cut down on clean up time.*

### Cleaning and Maintenance

Cast stone requires very little care and maintenance. We recommend cleaning products from PROSOCCO Inc.

- Cleaning Solvents
- Water Repellents
- Stain Repellents



View our online **Technical Brochure** at [http://www.stonelegends.com/mkt\\_brochure.asp](http://www.stonelegends.com/mkt_brochure.asp)

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