



HOW TO SELL THINK LIGHTWEIGHT IN 5 EASY STEPS

STEP ONE

PRESENTATION COUNTS!

Think Lightweight is a revolutionary new product line of lightweight panels. Seeing is believing and we have found it is very important to lay out the products in front of the customer with the Think Lightweight catalog as shown below. This engages their interest before the presentation begins, and will make the sale easier. Lay the products out in order of popularity from left to right: Foam Light[®], 3/8" Comb Light[®], Light Tack[®], 1/8" Comb Light[®], 1/8" Luxa Light[®], Structa Light[®]. This order is important later!



STEP TWO

THINK LIGHTWEIGHT INTRODUCTION

These products are fun to sell. Try introducing Think Lightweight this way...

"I'm excited to introduce this new Think Lightweight product line we are carrying. Think Lightweight products are designed to bring a lighter solution to the market. They provide an excellent solution for thicker requirements that traditionally use solid woods, particle boards, MDFs and plywoods. Top applications where these products are used are: wall panels, architectural beams, and shelving. Think Lightweight products are typically lighter, stronger, and more cost effective than traditional wood based materials."



STEP THREE

INTRODUCE EACH PRODUCT

Now let's introduce each product on the table from left to right in order of popularity. Read the first advantage of the product at a minimum. Then pass the sample around for inspection. This is a great time to brainstorm and identify current opportunities where the customer has need of Think Lightweight products. Solicit questions from the audience such as specific application opportunities, processing, and lead times.



STEP FOUR

HAND OUT THE THINK LIGHTWEIGHT QUOTE CREATOR™

The Think Lightweight Quote Creator™ will help us identify and provide a quote for your project within two business days. Walk the customer through the quote process. Your goal is to secure a completed Quote Creator form for full sheets to prototype a project or for finished components. While the form is an immediate call to action, in some cases it may take time for opportunities to arise. Therefore, feel free to leave forms, samples and Think Lightweight catalogs with the customer. By the way, the Think Lightweight Quote Creator™ form is also available online at www.thinklightweight.com



STEP FIVE

SUBMIT THE QUOTE AND CLOSE THE BUSINESS

We'll send you the details you need in a formal quotation with back-up information including renderings and drawings as required. We're here to help you at any time!

Your contact is:

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www.thinklightweight.com