

Meet with all decision makers



It's important you do all the selling to your customer — all of your customers

Just like every roof is different, so is every customer. You never know for sure what you're dealing with until you're onsite.

That's why Wayne Stanek of Lifetime Shingles, with offices in Jordan, Minn., and Marshfield, Wis., makes sure he always meets with all of the decision makers. The sooner you can answer all the questions, the better chance you have of getting the project. You want to answer any possible objections — not leave it up to someone else.

"When you're dealing with a church, you're best bet is making a presentation to the whole board," Stanek says. "When we can meet with the whole board, we do pretty well. If we get to meet with one board member and trust that board member to relay our message to the rest of the board, we got about a 90 percent failure rate."

Stanek says the same rule applies when selling metal roofing to homeowners — make sure all decision makers

are there. Your chances of closing the deal after meeting with only the husband or only the wife are not as good as they are meeting with both.

You never know what's going to tip a customer to purchase investment grade roofing. One selling point that comes up more frequently is the fact metal roofing is "green." Stanek says the best thing is metal has always been green or environmentally friendly. He's devoted a page on his company website (www.lifetimeshingles.com) to the green benefits of metal. "You never know what people are going to grab on to," Stanek says.

Education is still the key component to selling metal roofing. Asphalt shingles are a habit, a bad habit, the way Stanek tells it.

"They've been puffing along with asphalt shingles for years and it's my job to find a way to make them quit," he says. "Sooner or later, something clicks, it makes sense and they can relate to it and say, 'I want that.'"

"People know more about steel than they did a few years ago, but it's still a process." ■

“ They’ve been puffing along with asphalt shingles for years and it’s my job to find a way to make them quit. — Wayne Stanek ”

MRA, Lifetime Shingles team up for roof giveaway

The Marik family of Mauston, Wis., was in desperate need of a new roof. Vince Marik is a baker and his wife, Laura, is a stay-at-home mom to their seven children. Two of their children are disabled. Their prayers were answered when they were chosen by radio station WCOW-FM, Cow 97, to win a new investment grade metal roof.

The Metal Roofing Alliance sponsored the radio promotion to highlight the many benefits of metal roofing. Metro Roof Products donated the stone coated steel shingles used to transform the Mariks' home.

On May 19th, the Mariks experienced a bit of an "extreme" home makeover when the Lifetime Shingles crew arrived, along with representatives of Metro Roofing and a radio team. Cow 97 interviewed Vince Marik about the project during a live remote broadcast.

Wisconsin contractor Wayne Stanek, owner and president of Lifetime Shingles, was happy to work with Metro Roof Products to install the new metal roof. "We're always happy to help someone in our community." He continued, "The energy



efficient Metro metal roof we installed is extremely durable and will protect the family for many, many years. All Metro Roof Products are supported by a long term warranty; therefore, the Mariks will no longer need to worry about curling, cracking, breaking or shedding heavy snow loads."

Lifetime Shingles is an independently owned company specializing

in the installation of stone-coated steel roofing systems. Lifetime Shingles is committed to providing quality products and services to their customers. Through their many years of experience, they've found that steel roofing is an excellent roofing material, particularly in the harsh extremes of the Midwestern climate. ■



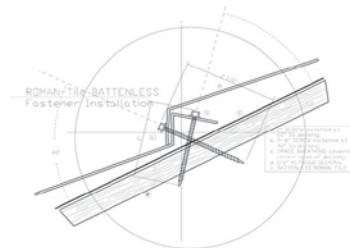
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