

Thank you for joining today's webinar.
We'll begin momentarily.

Communicating the Value of High-Performance Products

Presented By: Gord Cooke



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Communicating the Value of High-Performance Products

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Gord Cooke, a partner at Construction Instruction, is a professional engineer with over 30 years of experience in the low and high-rise residential building industry. As an educator, industry consultant, and much sought-after presenter, Gord has a unique talent for taking the building science issues that he sees in the field and presenting them in an easily understood and practical, real-world manner. Gord has a particular expertise in applied building science, energy-efficient housing initiatives, innovative HVAC systems, ventilation, and Indoor Air Quality (IAQ). He has developed and delivered a multitude of workshops in these fields and sales and marketing courses for builders and real estate agents to help them best promote the features and benefits of high-performance houses.



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Communicating the Value of High Performance Building Products

*If you dislike change,
you're going to dislike irrelevance even more*
General Shinseki

Gord Cooke



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Talking Points

- Integrating high performance building products into your sales process
- Recognizing the challenges builders face in their buying process
- Matching those challenges with the solutions your high performance products offer
- Tips for demonstrating the value of the solutions
- Tips for overcoming objections



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Recognizing the Specific Needs of Your Audience

- Architects / Designers
- Engineers / Building Envelope Consultants (BEC)
- Builder - design, contracts, construction, service
- Trades
- Building officials
- Energy raters / third party consultants
- Other??



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Do you have a Defined Sales Process?

- Meet and greet
- Understand needs
- Demonstrate differences
- Address concerns
- Ask for the sale

Where would high performance products fit in?



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Where High Performance Products fit in the Sales Process

Understand needs

- ask more questions

Demonstrate differences

- allow them to experience the difference

Address concerns

- offer compelling PROOF



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Builders

Who are they?

What is the homebuilding process?



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Sectors



Custom

Production



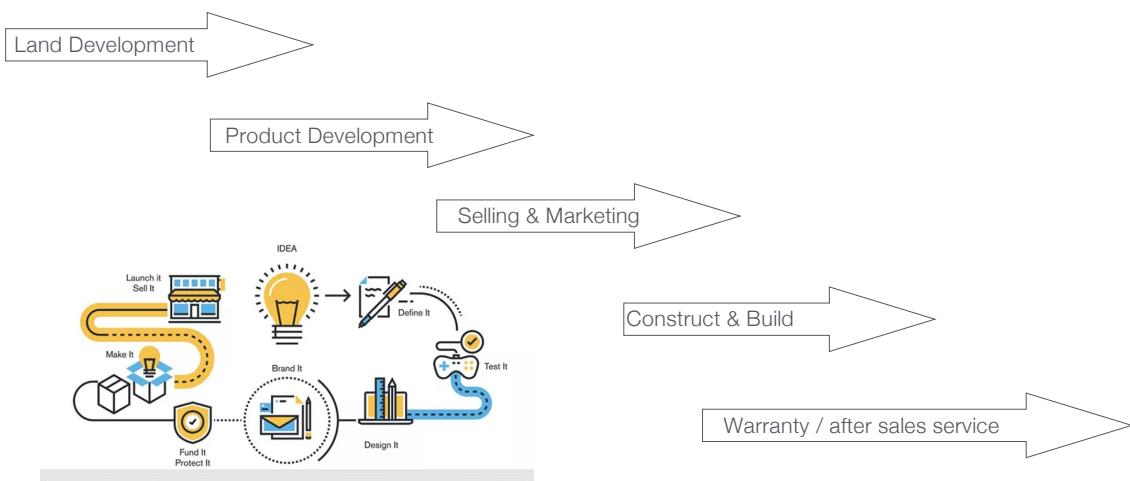
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Multi-Family - Added complexity

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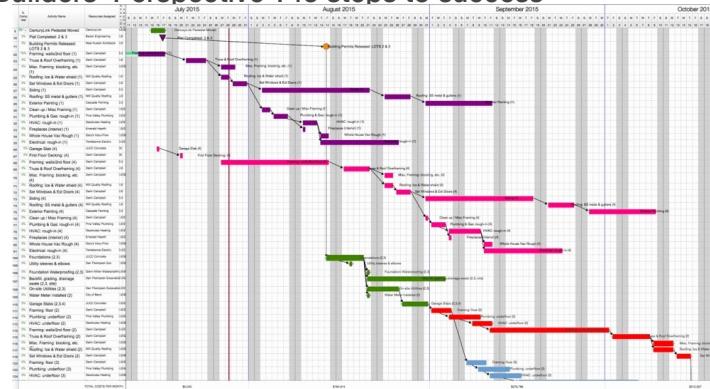
The Home Build Process - The Builders Perspective



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The Home Build Process - The Builders' Perspective 143 steps to success

1. Land Development
2. Product Development
3. Selling and Marketing
4. Construct and Build
5. Warranty /After Sales Service

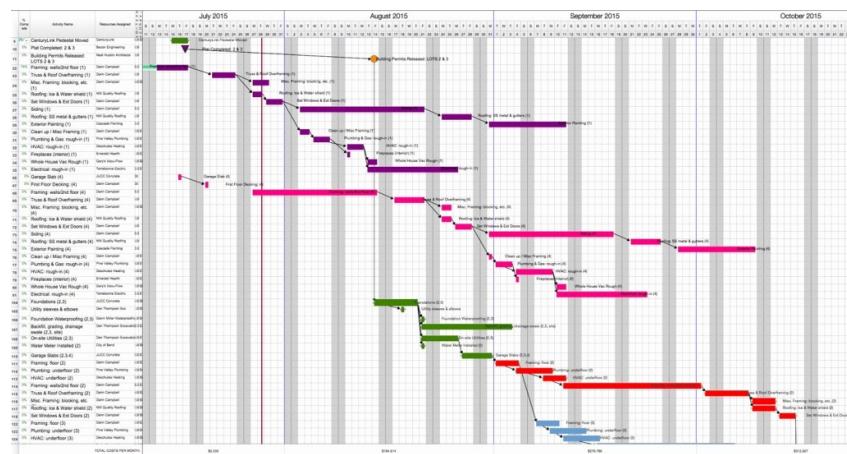


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Construct and Build: Only step 4 in a 5-step process

- From point of sale – to occupancy
- 130 day build cycle time
- 143 tasks on the critical schedule



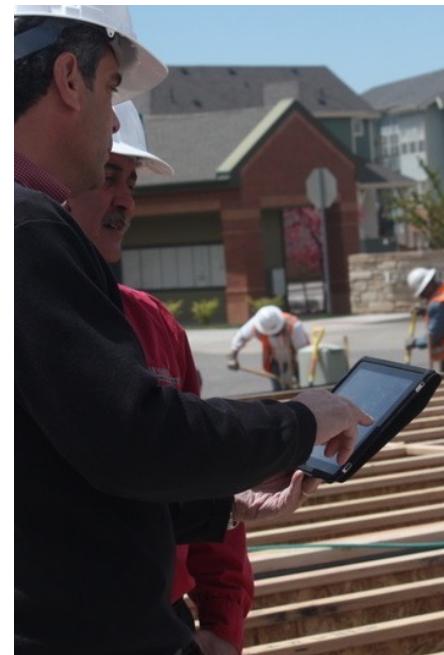
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How Decisions are Made

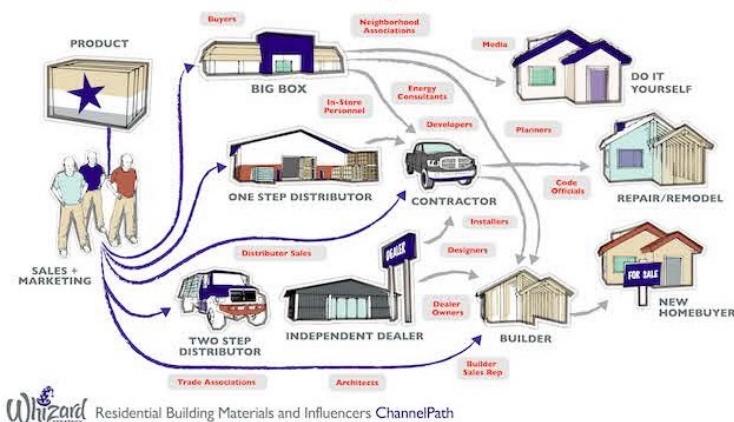
- Do they help reduce material and /or labor costs?
- Will they improve cycle or process times – do they make building houses easier?
- Will they be difficult to integrate into their building process?
- How many trades are affected and how much training will be required
- Will they reduce long term risks or warranty costs?
- Are they an opportunity for more or higher value sales?
- Will it drive us “**NUTS**”?



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The Building Materials Supply Channel - more complexity

How Residential Building Materials Are Sold.



*How do you make it **easy**?*



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What new challenges are there in 2022?



- Rising costs
- Even more skilled labor challenges
- Supply chain disruptions
- Environmental, social, governance angst
- More expensive housing
- Homes are now offices, schools and recreation centres - more time inside

What products, strategies or resources do you have in 2022 to address their “pain”?

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Let's get a meeting

- What's in it for them?
- Why now?
- What do you hope to accomplish?
- How many meetings does it take to introduce new, high performance elements?



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Now you are at the meeting What's the Plan?

Set an agenda

To Build TRUST

To find out their what problems they face that you could solve

First I would like to

Ask a few questions

Then show you some new things

Then I am sure you will have some questions

Hopefully then we can



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To Build TRUST

- Ask genuine questions
- Associate with trusted partners / brands
- Let them experience the proof



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The Rules for good questions:

- Easy to answer
- Encourage long answers
- Of genuine interest to your customer
- Not trying to sell anything - yet



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“Genuine” Questions

Showing true interest in them

- *Tell me more about that...*
- *In your research so far ...*
- *What have you heard ...*
- *What's been your experience ...*
- *What do you like about the product you are using now ... what would you change?*



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Trust by Association

Partner with Trusted Brands or Trusted Advisors

Possible influencers or trusted partners?

- BECs
- Energy Raters
- Code Officials
- Other trades



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Match High Performance Features to the Emotion of the Challenges they Face
Translate Technical Features into Benefits

- **Feature** – a physical characteristic, fact, property, something you can touch, see, hear
- **Advantage** – how the feature works, what it does to make houses work better
- **Benefit** - how a homebuyer uses it, how it improves their lives, what problem it solves

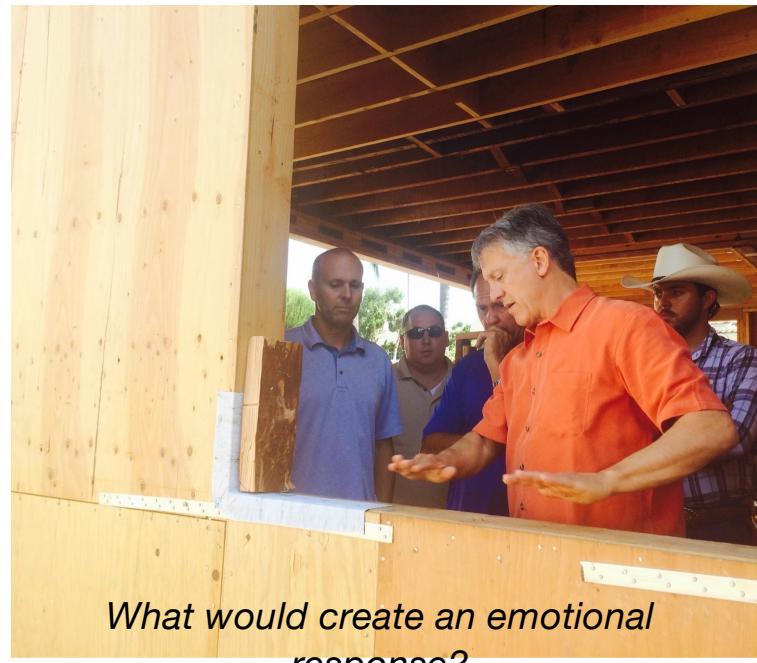
Identify dozens of benefits other than cost or savings



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The Rules for Good Proof Demonstrations:

- Carefully control the outcome - practice
- Carefully define the goal
- Let them experience
- Ask for commitment
- Ask for agreement at the end



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The Sense of Touch

Demonstrate the performance

Tie it to the Emotion



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Check Back on the Process

Meet and greet

Understand needs

Demonstrate differences

Address concerns

Do you have any questions?

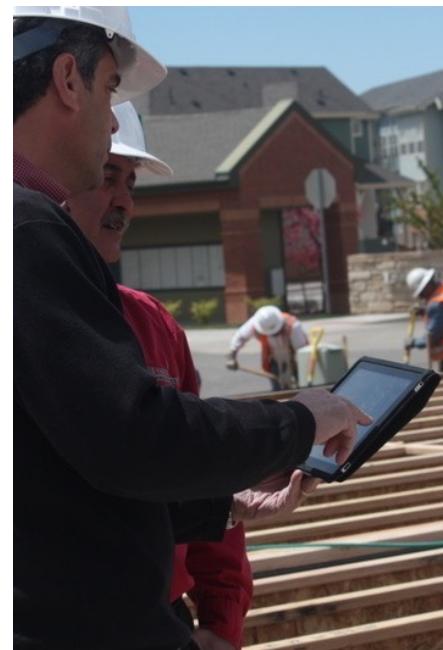
Ask for the sale



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***Do you know all the questions,
objections, concerns,
challenges of your products?***

1. ...
2. ...
3. ...
4. ...
5. ...

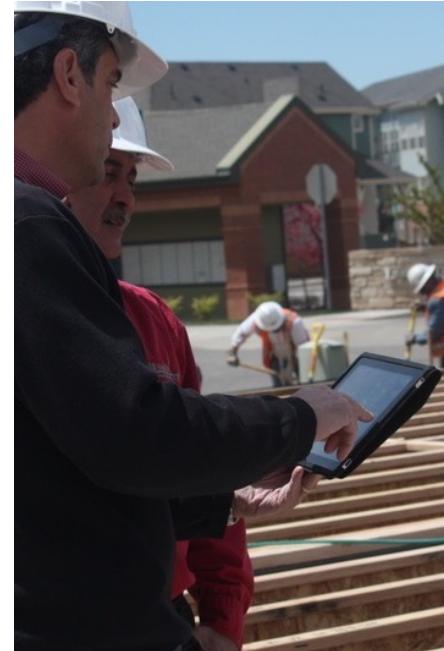


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There is a Defined Process for Handling Objections, Questions & Challenges

1. Thank them
2. Find a way to agree with them
3. Ask for clarification
4. Explain your CHOICES
5. Provide PROOF



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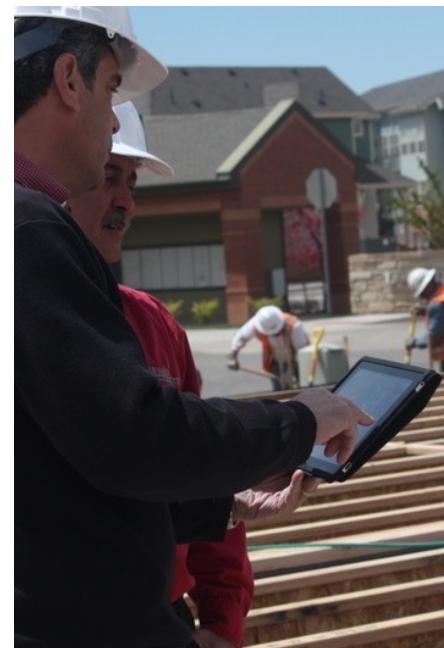


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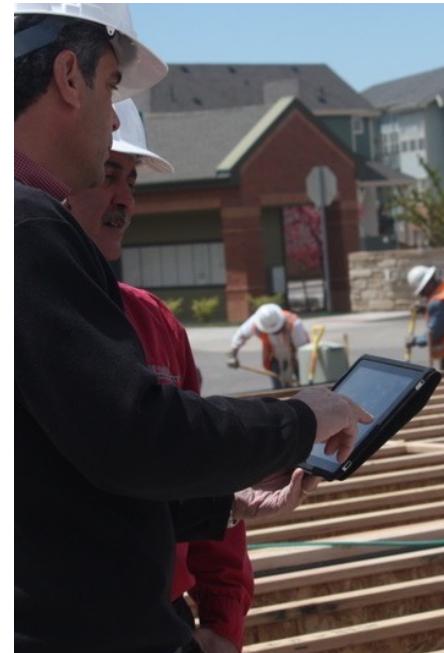
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4. Explain your CHOICES

5. Provide PROOF



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Did you earn the right to “Close”?

- Did you understand their needs?
- Did you demonstrate effectively
- Did you address their concerns
- Then ask for a commitment



What is the next logical step?



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Key Concepts & Opportunities

- Complexity is an opportunity
- Commit to appreciating their challenges
- Ask more questions
- Translate the features into solutions they value
- People buy from people they trust
- People buy on emotion and justify on facts
- Commitment to and practice a defined sales process

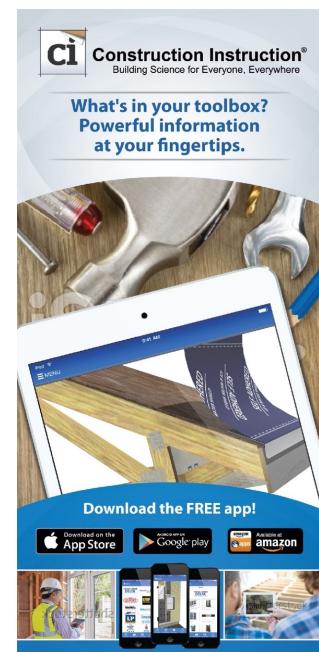


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Thank you...

Just Be Easy to Buy From
Al Cooke

Gord Cooke



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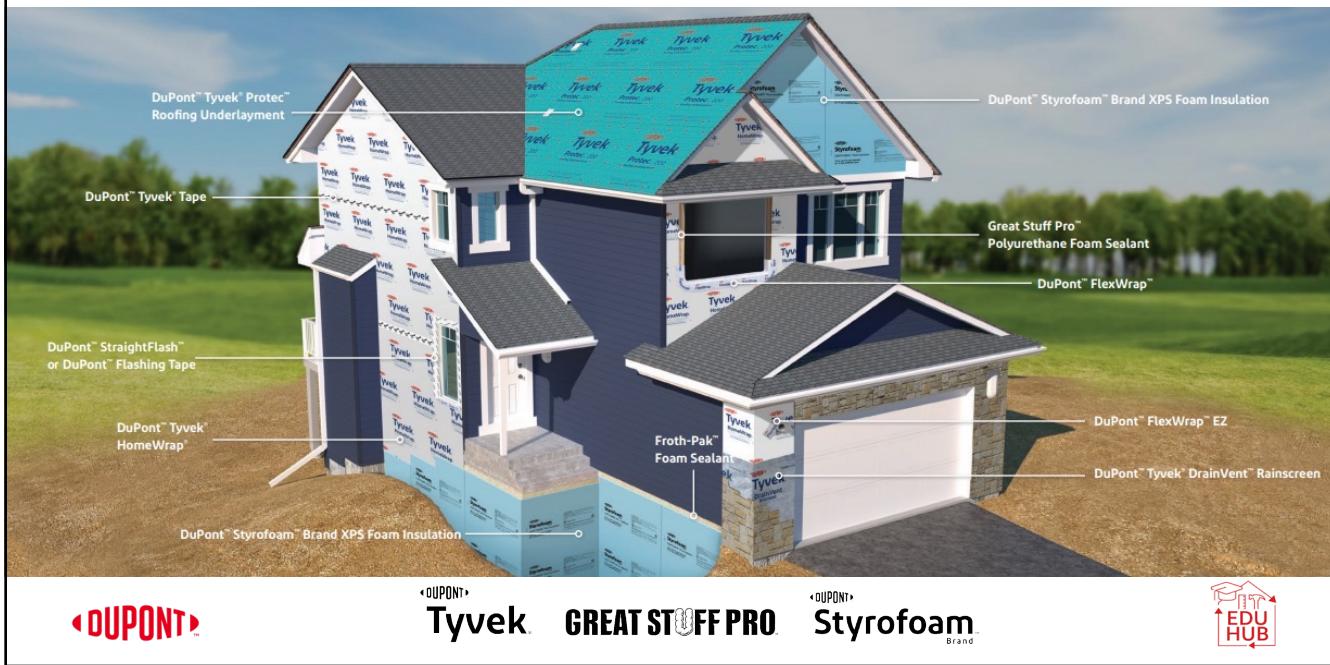
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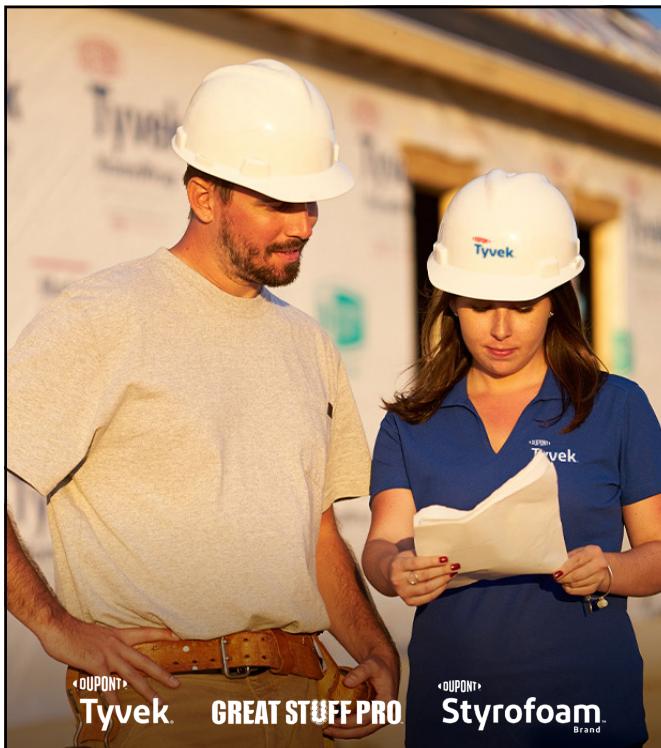


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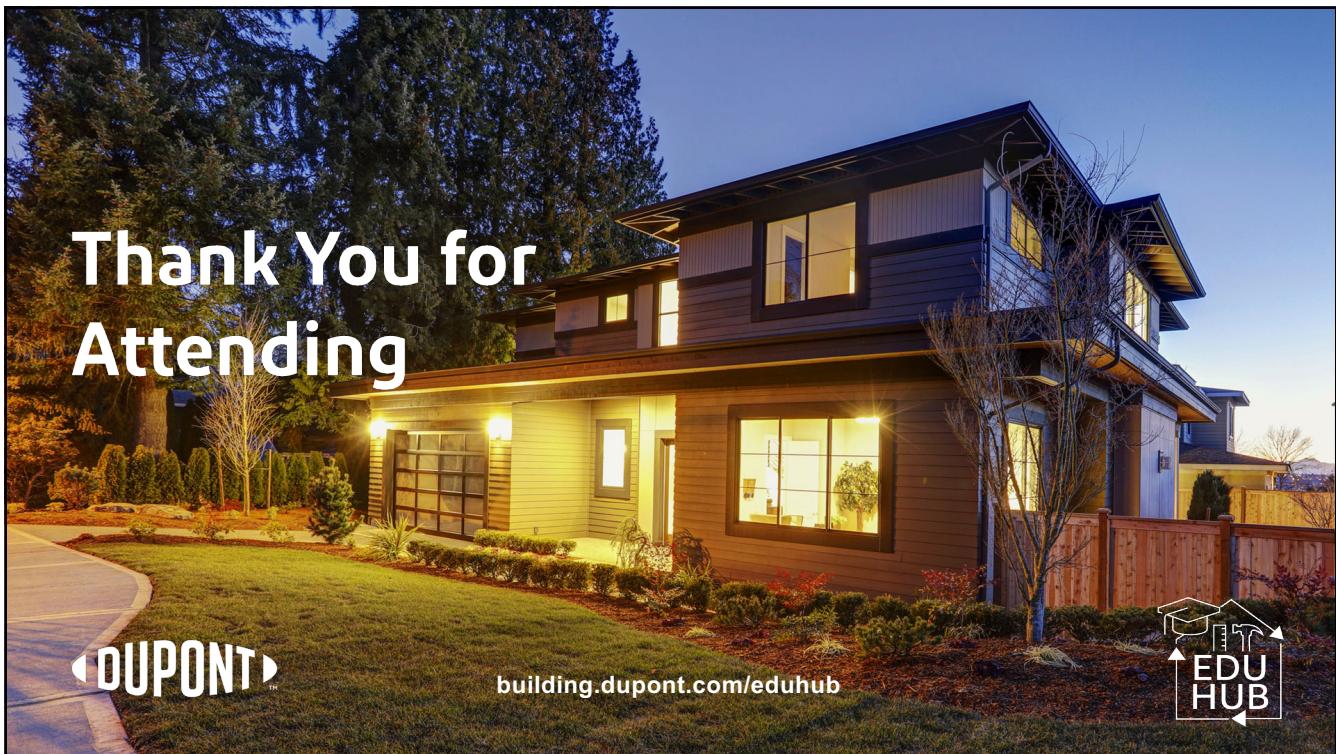
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