

Gorell WINDOW & DOOR Perspectives



By Wayne Gorell,
Gorell President and CEO

It's been hard enough watching the national and business news this year, but looking at the window and door news has been even more depressing. It seems like a week doesn't go by without seeing a headline about plant closings or, worse, company closings. Many of our competitors have suffered significantly this year, and we are down in sales about 10 percent—the first decline in our history.

Accu-Weld's parent company filed Chapter 11. Hurd Windows, a quality manufacturer that has been in business for over 80 years, saw its parent company file for Chapter 11 and close American Weather-Seal. Just recently, Jancor unexpectedly ceased operations for all of its companies—Survivor Windows, Kensington Windows and Heartland Siding. Silver Line is closing another plant, putting more than four hundred people out of work. It seems like no company is immune to the poor market conditions.

I say this not to scare anyone, but rather to address concerns I've heard from many of you. As we do, you clearly rely on your suppliers to support you in running your business. You need a partner that helps you generate leads and provides you with quality products that allow you to turn your cash efficiently. If your key supplier were to suddenly go out of business, you would be significantly impacted as well.

In case I haven't had the opportunity to speak with you personally, let me assure you—we are doing fine. Obviously we would like more sales, but we are holding our own and beating the competition. Like everyone in this business, we are constantly monitoring our costs and

expenses to ensure we remain financially strong. We've started implementing "lean" and "Kaizen" processes and techniques this year to help us be more efficient. We've also negotiated effectively with our vendors to help control costs. The reality, however, is that costs are going up.

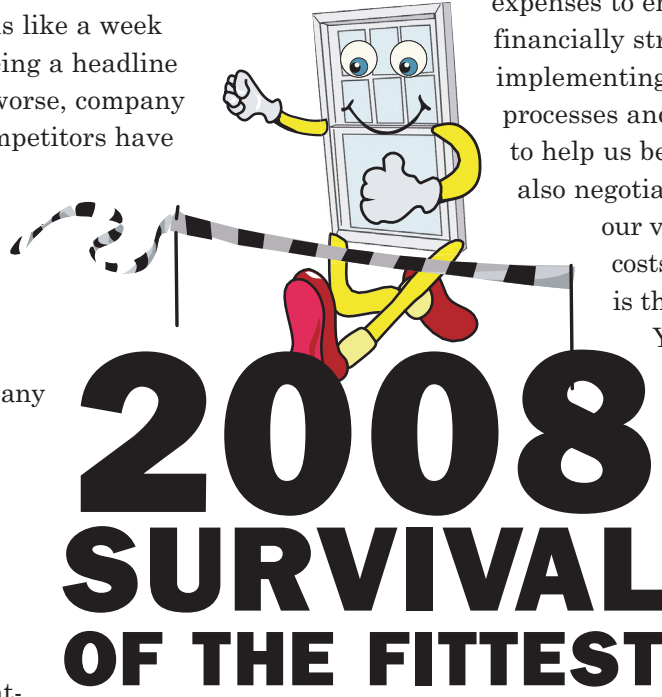
You see it in every industry—it's just a fact of the current economic condition.

So, consequently, I need to inform you that we, too, will have a price increase at the beginning of the year. We'll be

sending out the details in a few weeks. I know that no one welcomes this news, but I think you'll agree—we all must remain profitable or any of us could be the next headline.

I urge you to watch your margins closely. Make sure you are charging enough for your products and services. You provide a quality product and service, and you deserve to get paid for the quality work you provide. We want you to stay vibrant and profitable. Lastly, I think we've seen the bottom for our sector of the industry. 2009 should be a very good year for retrofit.

Good selling!



THE (ENERGY) COST OF DOING BUSINESS . . p. 2



GREEN SEAL CERTIFIED DOUBLE-HUNGS . . . p. 3



ARE YOU ACCESSIBLE TO YOUR CUSTOMERS? p. 5



INCLUDED WITH THIS NEWSLETTER:

- 6300/6400 Brochure
- Armor Max Plus Brochure
- Dave Yoho Sales Article
- Energy Tax Incentives Flyer

DEPARTMENTS

- Gorell News p. 7
- Customer Care Corner p. 8
- Gorell Word Search . p. 8

Attitude is Everything!



By Tyson Schwartz,
Gorell Vice President of Sales & Marketing

I was traveling in Michigan a few weeks ago. I remember the week started out a little intense because the stock market was fluctuating 1000 points up and down. There was a lot of panic and uncertainty throughout the various media outlets. The country was basically going “bankrupt” if you listened to the media. It was certainly doom and gloom.

I had a meeting with one of our dealers in the Detroit area. His business is up 35 percent over last year, and I asked him how his sales people and his business were doing with all this panic and uncertainty. He looked me dead in the eyes and said, “What panic and uncertainty? We don’t talk about that kind of thing.” He went on to say, “We don’t use the economy as an excuse for not getting deals, we don’t listen to the news, and I don’t accept my sales people telling me

they couldn’t close a deal because the stock market is down. We ignore it and focus on selling.”

Now, here is a businessman from Detroit, MI—not exactly the hotbed of the economy at the moment—up 35 percent over last year, telling me that he ignores all the bad news and just focuses on selling. I said to myself, if he can do this, so can I, and so can all of us. Things are never going to be perfect. I am convinced that sales is the backbone of our economy because nothing happens without a sale. We, as sales professionals, create our own perfect environment.



There is an overused sports saying that says “one play at a time.” This philosophy is used to keep an athlete focused. In fact, my good friend Phil Rea says to focus on making one sale at a time. Instead of thinking about this or that, be focused on how many sales you need to make in a week, then break it down day by day.

The moral of my message to you (myself included) is to control the things you can control. Create your own perfect sales environment, and stay focused on one sale at a time. Let’s go out and create our own good news!

I would enjoy hearing additional stories like the one above. Feel free to call me with your own story or email me at tschwartz@gorell.com. If you give me permission, I will share your story with other dealers through our blog and this newsletter.

Great Selling!

THE (ENERGY) COST OF DOING BUSINESS



By Brian Zimmerman,
Gorell Executive Vice President

Finally we are starting to see some relief at the pump! Unfortunately, prices just don’t seem to come down as fast as they go up. While crude oil prices have dropped by more than 50 percent, we aren’t seeing the price of diesel coming down anywhere near those numbers.

Several of you have asked about our Energy Surcharge (ESC) and what we see on the horizon. I thought it appropriate to explain the variables involved in the ESC. As the name implies, it is a combination of a variety of energy costs associated with the manufacturing of the raw materials we use and the freight costs for getting materials and shipping windows.

The largest surcharges that we receive are from our glass suppliers (PPG and Guardian). As you can imagine, an enormous amount of natural gas is used in the production of float glass. Each quarter, all glass manufacturers use a set formula to determine their ESC for the next three months. They use a combination of the natural gas prices over the last three months, according to the NYMEX exchange, and the last 12 weeks of “Retail On-Highway Diesel” prices, according to the Department of Energy. Since both of these factors are based on the prior three months of costs, it takes time for the surcharges to drop. Natural gas hit its peak in July, so while the current price is down, we are still seeing peak surcharges right now. The natural

gas surcharge is currently double what it was in January.

The other large surcharge we incur is for our transportation costs. Our carrier, DDS, uses a similar 12-week average diesel price as part of its surcharge to us. The current price of diesel has come down from its peak to prices similar to the beginning of the year.

So, what does this mean for you? It means that while our ESC will remain at the current level for the balance of the year, we anticipate it dropping to a lower rate at the beginning of 2009. Look for specific details in the coming weeks.



GORELL DOUBLE-HUNG WINDOWS EARN GREEN SEAL™ CERTIFICATION!

Gorell has done it again! After an intensive application and preparation process—and a comprehensive site visit and inspection in late September—Gorell has achieved the coveted “Green Seal” certification. All of Gorell’s replacement double-hung window models are now Green Seal certified.

The certification process is a long and comprehensive one. Gorell windows were Green Seal certified only after rigorous testing and evaluation that began in February. The process included an on-site plant visit by an independent examiner. Criteria such as performance ratings (U-value, Solar Heat Gain, etc.), product packaging and labeling, and manufacturing and testing procedures all played a significant role in Gorell products becoming Green Seal certified.

This recognition positions Gorell as a leading “Green” window and door manufacturer. Until now, only one other window manufacturer, Andersen, has received this certification for its products. Take advantage of the fact that you offer windows made by one of just two manufacturers that have received this national certification. Use this unique differentiator to set you apart from your competition and to demonstrate that you are a green and energy-conscious company, as is Gorell.

How can YOU promote Gorell’s Green Seal certification?

For more information on Gorell’s Green Seal certification, see the next page, which is designed for you to use with your customers. You can cut out the flyer and make as many copies as you need. You can also download a PDF of the Green Seal flyer on Gorell e-Central—or contact your Gorell Customer Service Representative to have it emailed to you.

We will be creating additional marketing and sales aids for you to use as well, including:

- Customizable ad slicks
- Signage for your showroom
- Stickers for samples and displays
- Customizable direct mailers
- Retractable banner artwork

Watch for more information soon.

What are we doing to promote this accomplishment for you?

We’ve created a new Green Seal™ section on our web site, www.gorell.com. This page will give consumers a better understanding of the Green Seal program and explain the benefits of Gorell Green Seal certified windows. We encourage you to link to this page—www.gorell.com/pages/greenseal.htm—from your company’s web site. Enhance the credibility of your company by showing potential customers that you sell Green Seal certified windows from Gorell. For more details on how to link to this page, contact Gorell’s webmaster Scott Williams at swilliams@gorell.com.

Gorell is also creating a brief video on the Green Seal program—and Gorell’s certified products—that will be posted to www.youtube.com as well as on www.gorell.com. In addition, Gorell will be posting articles about its Green Seal product certification on the *Perspectives* blog on www.gorell.com/blog.



This product meets the Green Seal™ environmental standard governing energy efficiency, heavy metals in the frame and sash materials, packaging and consumer education materials.

GORELL DOUBLE-HUNG WINDOWS EARN GREEN SEAL™ CERTIFICATION!

Gorell's replacement double-hung window models have been certified by Green Seal™, an independent non-profit green organization based in Washington, D.C. Gorell is one of only two window companies to achieve this honor.

Green Seal uses stringent standards to ensure that certified products have attained high levels of performance and quality. The organization evaluates products in terms of material extraction, manufacturing processes, usage and recycling/disposal.

The certification process is a long and comprehensive one. Gorell windows were Green Seal certified only after rigorous testing and evaluation. The process included on-site plant visits by independent examiners. Criteria such as performance ratings (U-value, Solar Heat Gain, etc.), product packaging and labeling, and manufacturing and testing procedures all played a significant role in Gorell products becoming Green Seal certified.



This product meets the Green Seal™ environmental standard governing energy efficiency, heavy metals in the frame and sash materials, packaging and consumer education materials.

“Green,” highly energy-efficient Green Seal™ certified Gorell windows:

- Save energy compared to traditional windows.
- Have a lesser adverse impact on the environment.
- Are manufactured using quality control practices.

At a time when so many companies claim that they and their products are “green,” the Green Seal program stands out as an excellent program for separating true green products from those that have merely jumped on the bandwagon.

If you want “green,” energy-efficient products, such as windows, for your home or personal use, Gorell recommends that you look for the emblem designating Green Seal certification. It's an excellent measure of how environmentally preferable a product truly is.

To learn more about Green Seal and its certification program, visit www.greenseal.org online or www.gorell.com/pages/greenseal.htm. Green Seal was recently recognized on NBC's Today Show in a segment that addressed “green washing” and how to determine if products are truly better for the environment.

ABOUT GREEN SEAL

Validating environmental excellence

Founded in 1989, Green Seal provides science-based environmental certification standards that are credible, transparent, and essential in an increasingly educated and competitive marketplace. The organization's industry knowledge and standards help manufacturers, purchasers, and end users alike make responsible choices that positively impact business behavior and improve quality of life.

A 501(c)(3) non-profit organization, Green Seal issued its first environmental standards in 1991-92, and the first product certifications were completed in 1992. Hundreds of products and services from major companies have now been certified to meet Green Seal standards, and the number of major product categories covered by standards has increased to more than 40.

Green Seal has established a significant market among large institutional purchasers, including government agencies, universities, and the lodging and architectural building industries. It actively advises and assists these institutions and industry sectors in their efforts to green their purchasing, operations, and facilities management functions.

THE POWER OF THE SEAL

The Green Seal speaks volumes

The Green Seal denotes that a product or service has been tested according to science-based procedures, that it works as well or better than others in its class, and that it has been evaluated without bias or conflict of interest. The Green "Seal of Approval" has come to stand for reliability, fairness, and integrity.

Green Seal's evaluations are based on state-of-the-art science and information using internationally recognized methods and procedures. To earn the coveted Green Seal a product must meet the Green Seal environmental standard for the category as demonstrated by rigorous evaluation, testing and a plant visit. The Seal provides a business advantage, for it identifies a product as environmentally preferable, provides third-party corroboration of environmental claims, and distinguishes a product from competitors that can't support their environmental assertions.

Gorell is in good company!

Other companies that have earned Green Seal certification for their products include:

- Benjamin Moore
- Johnson Wax Professional
- Cascade Tissue Group
- PPG
- Trane
- The Hyatt Regency
- Office Depot
- Fuller Brush
- Washington



ARE YOU ACCESSIBLE TO YOUR CUSTOMERS?



By Greg Felton,
Gorell IT Manager

Are you accessible to your customers? If you have a cell phone, you probably can answer this question with a “YES”—at least for a while. But are you truly in tune with the changing world? More and more people are turning to electronic forms of communication, and our future generation of customers is growing up with the most advanced forms of communication. These customers treat advanced electronic communication as commonplace. What used to be a phone call or a visit to you or your business has been replaced with an email, IM (instant message for you non-techies among us) and a visit to your web site (you need to have one).

In today’s world, one does not even need a computer to communicate in this fashion.

With the advent of smart phones, you can carry all the technology you need to communicate with your customers in your pocket. RIM’s Blackberry Storm, Apple’s iPhone 3G, and Motorola’s Q are changing the way and speed at which people can communicate.



These phones differ from the previous generation of mobile devices in many areas. Most of the previous generation of phones allowed for voice communication (do people still use this?), text messaging, cameras, and even GPS applications. New phones—oops, sorry, “mobile devices”—come with full keyboards, much larger screens with touch capabilities, MP3 players, expanded video and photo capabilities, and many new software applications. These applications, along with advances in the capabilities

of the device itself, are making it much easier for you to access the Internet, check your email, manage your contacts, send an instant message or find an address—just to name a few. As time passes, more and more people will be using these devices to communicate with you or your competitors. Will you be ready?

Can you sell effectively without a web site?



By Scott Williams,
Gorell Web Design Associate

Earlier this year, I needed to replace my aging garage door, so I started with the usual channels to find a reputable company—asking friends and neighbors, looking up companies in the Yellow Pages and searching for local companies on the Internet. In the end, I found it easiest to simply look up companies online. On the Internet I was able to learn about garage door brands, installation and dealers without having to make phone calls or meet with people in my home. My brief online effort narrowed down the list of potential dealers that I would need to contact for a quote.

I’m convinced that the only thing worse than a company with a poorly designed site is a company with no web site. A simple, nicely designed web site can be THE most cost-effective marketing tool in your marketing plan. Especially today, as more and more people are turning to the Internet to research and shop.

We are very pleased that so many of you are now using email to communicate with

your customers (and us). The next obvious step, if you haven’t already taken it, is to create your own company web site. Not a directory listing or directory web site, but your own company site with its own personality and custom content that reflects your company and can be found by your prospective customers.

Getting a web site up and running isn’t difficult. You need to work with a reputable consultant or web site hosting company.

To start, simply:

- Contact a web site hosting company to establish a hosting account.
- Register a domain name.
- Find someone who can build and publish the web site to your hosting account.

For just \$150, Gorell will help get you started with a template web site program. This multi-page format can be customized with your

company name, logo and contact information. After you’ve reviewed the finished site, it will be published to your hosting account so it can then be accessed by the general public. For more information about Gorell’s template web site program, contact Scott Williams at 724-465-1800 x6708 or via email at swilliams@gorell.com.



New Gorell “D-Level” 6400 Hurricane Doors!

Gorell now offers an entirely new vinyl hurricane product—6400 Series Sliding Patio Doors. These rugged products help protect homeowners and their homes—even those located directly on the coast—from wind-borne debris during hurricanes and other forms of violent weather. These doors have been rigorously tested to AAMA, ASTM air/water, FER and structural overload standards. They also have passed ASTM Large Missile Impact Level “D” testing to 140 miles per hour, which means they meet the stringent requirements of hurricane-approved protection products.

6400 Series doors are designed to meet the needs of homeowners who are concerned with severe weather conditions, crime prevention, security and rising energy costs. Thick-walled vinyl frames with multiple structural hollows and sash corners sealed robotically at high temperatures ensure that 6400 doors are both exceptionally strong and highly energy efficient. Metal-reinforced vertical sash rails allow for greater strength and security. These doors even feature a multi-point keyed lock system for greater intruder-resistant security.

Gorell currently has the new 6402 door model listed on the Florida Building web site (www.floridabuilding.org) at a size of 71 x 80 inches. This door is DP-50 rated and meets Impact Level D.

The eight-foot two-lite patio doors have also been tested and submitted to Florida Building and should be posted before the end of the year.

If you’re selling windows in coastal areas from Maine to Texas, you, too, should consider our 6400 doors, because they offer your customers benefits that no other door can match. If you have any questions about these exceptional new products, contact your Regional Sales Manager or Customer Service Representative.



6400 doors now listed on www.floridabuilding.org

Every 6400 product features Gorell’s tough Armor Max Plus™ glass system, which incorporates three panes of glass and a nearly impenetrable interlayer, SolarControl Plus® Low-E and argon gas fill for exceptional thermal performance. The glass is inserted deep into the door frame and sealed to ensure a super-tight fit and tremendous strength.

PICTURES ARE WORTH A THOUSAND WORDS.

Watch Gorell's 6300/6400 door lockset and screen installation videos on YouTube or e-Central. On YouTube (www.youtube.com), use "Gorell" and "door" to search and find the videos. Then click on either to view them. You can also access the videos in the installation section of e-Central!

6300/6400 Series Doors—Installation Made Easy!



By Rich Gibson,
Gorell Engineering Manager

New, improved and ready to take on the elements—Gorell’s new 6300 and 6400 sliding patio doors offer more flexibility and performance than ever. These doors feature a new mechanically assembled frame, breaking Gorell’s tradition of a totally welded product. Gorell pre-assembles all the frame adapter components for you, so all you have to do is screw and seal the four frame corners together.

Gorell provides detailed installation instructions that take you step-by-step through the process to make installing 6300/6400 doors exceptionally easy. I’d like to give you several additional tips that I think you’ll find helpful:

1. Set up two saw horses, and lay two 2 x 6s across them to give you an elevated work surface.

If you prefer, you can also use two blow-molded lightweight plastic tables. Set the frame parts across the surface, positioned just as the door would be with the outside surface up. You can easily install the frame corner screws at this working height.

2. To make it even easier to reach the frame screws, have a #2 Phillips driver that is at least 3” long for your gun.
3. Use flexible flashing on the rough sill under any door. This will protect the floor from damage caused by water and snow that may be forced past your sealants. Sill pans also work extremely well here.
4. Use two rows of sealant under all doors and six inches up the jambs to protect against water damage.
5. When inserting the operating panel, it helps to snap out the top panel-edge cover that runs above the lockset to the top edge of the

door. After the panel is in place, you can simply snap it back in.

6. Lastly, I can’t say enough about how much vacuum glazing cups will help you during installation! These doors are heavy—especially with Armor Glass® Plus or Thermal Master III® inserts.

It’s very important to follow the complete set of installation instructions Gorell provides. If you do so, and take advantage of these tips I’ve provided, you’ll find it’s easy to ensure a smooth, trouble-free installation of 6300/6400 doors.



What's New at Gorell?

Use Gorell's New ENERGY STAR® and Green Marketing Toolkit CD!

With your last *Perspectives* newsletter, you received Gorell's new "ENERGY STAR and Green" Marketing Toolkit CD. We urge you to use this unique tool that gives you access to an array of marketing and sales materials—including ad slicks, logos, signage, literature and more. These materials are ideal for promoting the "green" aspects of Gorell products and the benefits these energy-efficient products provide. They give you another effective way of positioning yourself in a positive light and distinguishing your company from competitors that can't make the same claims you can. If you need additional CDs, please contact your Customer Service Representative.



New Literature Available

Gorell's new 6300/6400 Series Sliding Door brochure and newly updated Armor Max Plus Windows brochure are now available.



You can order printed items through customer service or download the new literature from e-Central as PDF files to email or print. If you don't have e-Central access, it's time to see what you're missing! Contact your Customer Service Representative for quick and easy access.

Energy Tax Incentives will benefit your company—and your customers—in 2009.

Good news—the energy tax incentives that American consumers took advantage of in 2006 and 2007 are back! As you prepare for 2009, be aware that these new energy tax credits can be an asset to your business. This legislation, which takes effect January 1, 2009, will provide consumers with limited tax credits for making their homes more energy efficient.

Highlights of the energy tax credits:

- Provides a consumer tax credit up to \$500 for 10% of the cost of qualified remodeling projects that improve the efficiency of an existing home—including ENERGY STAR qualified replacement windows.
- Allows \$200 of the \$500 total credit to be attributed to replacement window expenditures.
- Applies to improvements made from January 1, 2009, through December 31, 2009.

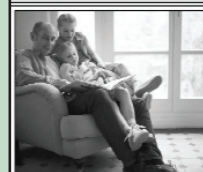
The tax credit also applies to storm windows, if they meet the International Energy Conservation Code (IECC) in combination with the exterior windows over which they are installed, for the applicable climate zone.

Enclosed is a flyer for you to use with homeowners when promoting the tax incentive. You can also find information on e-Central and www.gorell.com.

Don't delay—begin telling your customers about this excellent new legislation!

HOW CAN THE ENERGY TAX INCENTIVE BENEFIT YOU?

ENERGY TAX INCENTIVES WILL BENEFIT YOU



If you're considering purchasing replacement windows, remember that the energy tax incentives included in the Emergency Economic Stabilization Act of 2008 can help you save money.

This legislation, effective January 1, 2009, provides consumers with

HOW CAN THE TAX CREDIT HELP YOU?

Simply purchase Gorell ENERGY STAR® qualified replacement windows now and when you file your income taxes you'll be able to take advantage of the tax credit. Compliance is easy—use the ENERGY STAR® rating label—found on all Gorell ENERGY STAR®



HIGH TAX I

The Ener
 ■ Provid
 tax cre
 for 10%
 of qual
 project

Ordering Tip on Double-hung and Slider Window Locks

To ensure that your customers are getting precisely the "look" they expect when they receive Gorell windows with double locks, you need to know how the location of the locks on the sash is determined.

Double-hung windows over 36" wide automatically get two locks. Windows 36" and under (width) get one lock. However, you can choose the option of two locks.

It is important to understand how the locks are located on smaller windows. On units that are wider than 36" (double locks standard), Gorell positions the locks 10 inches in from the sash corner to the center of the locks.

This results in reasonable spacing and proportions. The same dimensions can't be used on smaller windows because the locks would practically touch each other. So—on any window where double locks are optional (36" and under)—Gorell places the locks five inches in from the sash corner to the center of the locks.



This difference in the placement of the locks is usually only an issue if a customer has windows in the same room and one is under 36" and one is over 36" in width. In this

situation, there can be windows side by side with different lock spacing, and this may not be aesthetically pleasing.

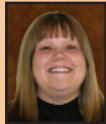
We ask that you please be aware of this when placing orders for windows that are approximately 36 inches wide. Please consider the situation carefully and ensure that the homeowners understand where the locks will be placed on each model—so they get precisely the appearance they want.

The same issue can apply to sliding windows, although the position of double locks on them is determined by window height instead of width.



Customer Care Corner

Email your questions to your Gorell Customer Service Representative or mthomas@gorell.com. One of our Customer Service Representatives will provide an answer to you by email, and we'll publish some of your questions in future issues of *Perspectives*.



By **Melanie Cribbs**
Gorell Customer Service Representative

Q: What measurements do I need to provide when ordering a Gorell storm window?

A: When ordering storm window products, the most important thing to remember is to specify exactly which measurements you are providing to Gorell—exact size with expander, exact size without expander, or opening size.

The exact size of the window is a tip-to-tip measurement, including the mounting flange. Please be aware that, on a 1001 window, the expander can add from 5/8" to 1-1/16" to the height. On 1002, 1003 and 1004 models, the expander adds 1/2" to 1-1/16" to the height.

For example, if you order a storm window at 20" x 20" and mark the form as "exact size reference," you also need to include in the

comment field whether the size reference includes the expander, or if the expander is in addition to the 20" x 20" window size.

If you provide Gorell with the opening size, we will automatically deduct the expander. So your final order measurements will look like the following:

With an opening size of 20" x 20", you will get a window size of:

1002, 1003, & 1004	19-7/8" x 19-3/8"	And Expander
1001	19-7/8" x 19-1/8"	And Expander

Q: What types of obscure glass are available in tempered?

A: Gorell's Standard obscure and Glue Chip obscure options are available in tempered glass. Hammered obscure is only available in tempered with the standard thickness of 1/8" glass, and Rain obscure glass is only available in tempered 3/16" glass. Flora obscure is not available in tempered glass. Please also be aware that, when the tempered glass size is over 40" in both width and height, we must use 3/16" glass.



THE WINNER!

Congratulations to Rod Koukas of Finman Windows. He correctly solved the word search from the June issue of *Perspectives*. Thank you to everyone who entered the contest.

Complete the word search puzzle in this issue for your chance to win. Words can be found in the diagram reading forward, backward, up, down and diagonally. Circle the words you find, then mail us your entry for a chance to win a special prize. Send it to the attention of Debbie Fleming, Gorell Windows & Doors, 1380 Wayne Ave., Indiana, PA 15701. The deadline for entries is January 15, 2009. One winner will be determined by a random drawing from the correct entries.

NAME: _____ PHONE: _____
COMPANY NAME: _____

C P G L O U C E A R Z I T A X I H I K T
N E O R E S R G A V N H E X X N D W Q W
E C R M E U S T O S A A V H E S L F G D
Z L P T C E S A T M R P J G N T S E X F
B N B S I Y N A L T N E M N O R I V N E
Y Z B A G F L S F G D W C U H U B U C T
N O B R T L I G E S Y E C H P C D E H I
Y H E T A I M C A A P L V E U T U M P S
F N N T K T F H A A L D W L M I X Y E B
E V I O S K C O L T A E B B I O D W S E
C O K A I Z E N R T I D F U N N I R F W
N R V T H H L U H P U O L O C S H M N A
L I T E R A T U R E R E N D E P R A M U
Y Y R T E N R E T N I Q M C N O S J R A
J Q T K E R E W I C G O K P T O E F U N
W N X I I N N E Z S B S W S I G C E D V
K F F C L C E K H I G P D R V N S H Y R
L Q A H N A N R L X G U S R E O L H Q O
W N C H M Q U E G L N F K M R G Z U W X
E V D J S N T Q P Y F W K W W V E W E B

CERTIFICATION	GREENSEAL	KAIZEN	PROFITABLE
DOUBLEHUNG	HURRICANE	LITERATURE	QUALITY
ENERGY	INCENTIVE	LOCKS	STORM
ENERGYSTAR	INSTALLATION	MOBILE	TAX
ENVIRONMENT	INSTRUCTIONS	OBSCURE	WEBSITE
GLASS	INTERNET	PHONE	WELDED

CONTACT INFORMATION

Gorell Windows & Doors
1380 Wayne Ave., Indiana, PA 15701
www.gorell.com

phone: 800-9-GORELL fax: 724-465-1894
724-465-1800

Newsletter Contact Info:

If you have questions or suggestions for future issues of *Perspectives*, contact Editor Melanie Thomas at 800-946-7355 or email her at mthomas@gorell.com.

DEAD LEADS AND WHO KILLED THEM



By Dave Yoho,
www.DaveYoho.com

A major consideration in evaluating the worth of a lead is its life span. To understand this phenom, let's examine what created the lead in the first place. While leads for many products/services come from prospects that recognize need and urgency, a high percentage also come from those who spontaneously respond to something they've seen or heard. Therefore, most of those prospects acted on impulse.

As you explore this article, there are two things to keep in mind. First, lead costs continue to escalate, therefore it is important to develop leads at a lower cost and use them more effectively. Secondly, you may consciously or unconsciously be the killer of leads which might otherwise become productive. As the comic strip character Pogo states to his friends in the swamp: "We have found the enemy and it is—us."

Prior to giving some actual data on this life span, I want to be clear on determining—what is a prospect?—and even more importantly—what is a lead?

A prospect is someone who can use your product or service. If you have found a way to get someone to respond to your marketing devices, thereby acknowledging their need, you have a prospect which you can identify for lead purposes. If they do not respond to your marketing devices or that of others, they are nonetheless a prospect and will remain so until someone gets them to acknowledge

their need and sells them. You will notice the word want does not appear in this explanation. There is more than a grammatical difference. Someone may want to see your product or to "get a price," yet so far nothing has prompted them to respond. Essentially, they have not been able to determine their need.

What is a lead? The definition is often as simple as a prospect calling for an estimate, sending in a reply card, or approaching your booth at a show and asking someone to visit their home. At other times, the lead is deeply hidden in a customer's response for information, with phrases such as "give me an idea of how they work"—or—"send me some information or a brochure." To make this more complex, the prospect may make statements such as "we're not going to buy now"—or—"under no circumstances are we ready to do business." These leads become complicated because of the way in which we as humans interpret that language and then qualify in our own mind the value of the lead.

When salespeople raise the issue of good -vs- bad leads or marketers refer to qualified -vs- unqualified, they are usually defining this by their value system. The truth about leads is that "the difference between a good and a bad lead—is usually the way it is handled by both lead intake and the salesperson."

I do not deny that some leads are easier to work than others; yet a good prospect inefficiently handled may turn up in the salesperson's category as a weak or poor lead. Which brings me to the issue of nebulous leads. Successful marketers create this kind of lead by exhorting prospects to "use this sample"—"visit our website for" or "read this free

information about—” Each of these is a method to create nebulous leads. The word nebulous by definition means “indefinite.” This is a prospect who may need what you have to sell, but hasn’t yet identified a want. This type of “lead getting” brings the less committed prospect to the table. While this prospect may not have identified your product as a need, this also means that you probably won’t have a lot of competition when you make your presentation.

Individuals responding to this technique are prospects for the product which lies behind the solicitation. The lead, once received, requires finessing beyond that of the prospect who says “give us a price” or “give us an estimate.” Nonetheless, this prospect is identifying themselves as a potential customer, someone who needs or can use the products you sell.

Converting this nebulous lead to an appointment requires a scripted—“appointment setter” and some adjustments in your sales methods. In today’s economy, nebulous leads represent a great potential. They can be the key to balancing the high costs of more qualified leads with this less costly lead getting method.

I recently authored a book entitled *Why...Buy Replacement Windows?* (www.WindowHelpBook.com). The publisher—Oakhill Press believes this book is a major ingredient for reducing home heating and maintenance expenditures. In addition to the conventional methods of marketing, through bookstores and Amazon, the publisher makes it available “online” as an (e)book. Prevailing wisdom says that

better than 85% of those acquiring this book are prospects for window replacement. Wise marketers won’t simply wait for those receiving this information to call for estimates. Recently one of our affiliates reported the following nebulous lead flow for sixteen leads created in this fashion.

Out of 16 nebulous leads created, 3 were bogus, 2 were out of the area, 5 leads were issued and presented. 2 became sales for a total volume of \$19,270. There are 6 leads yet to be contacted. Other than the 3 bogus and 2 out of area, all the leads went into their database for recontact by phone and email in thirty day intervals. The great news: marketing costs were less than 2%.

Are these leads good or bad or are they poor or weak? Remember, your answer is controlled by your value system.

A lead retains its dominant value for about 48 to 72 hours. While it’s not dead after that, it has lost the strength of the initial impulse that created the contact. When you receive a lead, act on it ASAP. Confirm to the prospect that you are interested in them and don’t set conditions about whether they are worthy of a sales call (visit). The chances are that you and your salespeople may need training on how to handle leads of this nature. Most of our clients confirm leads immediately irrespective of the source. Most have their computers set to verify their interest in the prospect immediately. Any delay diminishes the prospect’s value in your eyesight and it also diminishes your value in theirs.

Dave Yoho (www.DaveYoho.com) is President of the oldest, largest and most successful consulting company representing the home improvement industry. You can preview his book, **Why...Buy Replacement Windows?** without charge at www.WindowHelpBook.com. He can be reached at 703-591-2490.