

# LANSGING BUILDING PRODUCTS SHOP TALK



WWW.LANSINGBP.COM

SPRING 2017

## LANSGING BUILDING PRODUCTS LETTER FROM HUNTER

PRESIDENT



The first quarter of 2017 is already behind us, and the spring selling season is in full swing. It was a busier beginning of the year than in the past, perhaps due in some part to a milder winter for much of the country. In addition to handling brisk sales volume, the first quarter was dedicated to training sessions and elevating our service levels. We held our annual National Sales Meeting in January, which brings together our entire sales force. Here our theme for the year, Delivering Excellence – from the Inside Out, was introduced. But this is more than just a theme for this one year. It's a renewed focus and commitment to our founding principles and core values of providing superior service and achieving excellence in everything we do.

Shortly after our sales force gathered for their national meeting, our Branch Operations Managers gathered together as well for training sessions dedicated to their duties and responsibilities. Again, defining and achieving excellence was the primary focus and center of attention. Both meetings provide a great networking opportunity for our associates to share insights and best practice ideas with one another.

It's not just our associates who were busy training. Many of you attended our Toolbox Seminars, which introduce new products and techniques to help you expand and grow your business. Customers in our Chicagoland market had the opportunity to participate in our Supplier Showcase event held in March.

The first quarter has provided some good momentum entering the second phase of the year. It's time to take lessons learned from these various training sessions and put them into action. Our associates are energized and ready-to-go. They're eager to assist you in making 2017 your best year ever.

*Hunter*

## Is it time to replace your old gutter machine or buy another one to keep up with demand?



**Iron Man**  
Available in 5", 6",  
7" and 6" half round.



**Lansing Building Products**  
offers the finest gutter  
machines available.  
*Ask about gutter machine  
and brake financing.*



**Iron Man combo**  
Available in  
5"/6" and 6"/7".

Manufactured in the USA • 3 year warranty on parts and labor • 1 year on electrical

**Increase your profits  
Grow your business**

### Lansing Marketing Services



**LANSGING**  
MARKETING SERVICES

### Lansing Marketing Services Include:

**Direct Mail/Postcards  
Flyers**

**Business Cards  
Brochures**

**Door Hangers  
Magnetic Signs**

**Job Site Signs  
Posters • Banners**

**Logo Design  
And More!**



**Lansing is dedicated to  
helping your business grow!**

For more information about  
Lansing Marketing Services  
contact your Lansing  
representative or email us at  
[marketing@lansingbp.com](mailto:marketing@lansingbp.com).

## Outperform And Outlast Natural Wood In Looks And Performance With Clubhouse Decking.

There's a secret why Clubhouse Decking shows so well at parties, get-togethers, and as an icon of neighborhood envy. Clubhouse Decking, from the Tapco Group, is the first of a new generation of premium engineered polymer decking that incorporates advanced material science, world-class engineering and patented performance manufacturing—all to produce a low-maintenance deck that remains stunning through any kind of weather.



### Inspired By Nature

At Clubhouse Decking, we know it's all in the authentic details. And, when you set out to make the industry's most remarkable outdoor living space, there's only one place to find inspiration – the outdoors. By looking at colors and textures found in nature, and combining that with passion for innovation and technology, Clubhouse Decking has been able to create decking that has the look of real wood, but none of the problems that come with it.

Made with 100-percent PVC and no wood or wood fillers to warp, rot or break down, Clubhouse's super-dense structure is lightweight yet strong, impervious to water, and provides dramatic strength and protection against impact. This, in combination with innovative capstock technology results in a stunning low-gloss, natural matte finish that resists oxidation, clouding, fading and staining far beyond other materials, providing the look and feel of real wood with none of the stress.

Available in two stunning collections, the Hardwood with distinctive variegated wood grains, or the EarthTone Collection of solid shades that provide the look of painted timbers without the maintenance, Clubhouse Decking provides a natural wood feel while elevating the overall look of a home. Homeowners can personalize their deck even further with dual-color, dual-embossed planks that make it easy to mix and match shades for a unique, custom effect.

### Backed with Technology

As with other Tapco brands, Clubhouse Decking provides homeowners with exclusive technology that performs beautifully for years to come. Clubhouse Decking is made with a proprietary capstock technology – the exclusive patented protection that has been tested and proven in the field for more than 30 years, providing an unprecedented barrier against the harsh effects of ultraviolet light, driving rain, high humidity and the extremes of heat and cold.

Clubhouse's unique composition allows the board to be lighter, denser and stronger, creating a cell structure that minimizes imperfections, voids and water absorption while offering superior strength. And, its high-performance capstock and foam interior act like a stress skin panel. The result is an exclusive, proprietary technology that looks as good as it performs underfoot.

For more information, contact your Lansing representative or visit us online at: [www.clubhousedecking.com](http://www.clubhousedecking.com)



## MAY IS AFFORDABLE HOUSING MONTH

**Your customers are more likely to do business with brands that give back to their community.**

Do something good for your business' reputation by supporting the Ply Gem Home for Good project.

In 2016, Ply Gem launched the Home for Good project and helped to build 300 homes in 63 communities across the U.S.

We're continuing the mission this year with our partners Habitat for Humanity® and GRAMMY® award-winning artist Darius Rucker – building hundreds more homes with families in need of affordable housing.

Ply Gem is also raising awareness by leading Affordable Housing Month and asking you to join the effort.

**Stop by your favorite Lansing location to learn more and pick up your green wristband in support of Affordable Housing Month.**



FOR ALL THE DETAILS VISIT

[HomeForGoodProject.com](http://HomeForGoodProject.com)



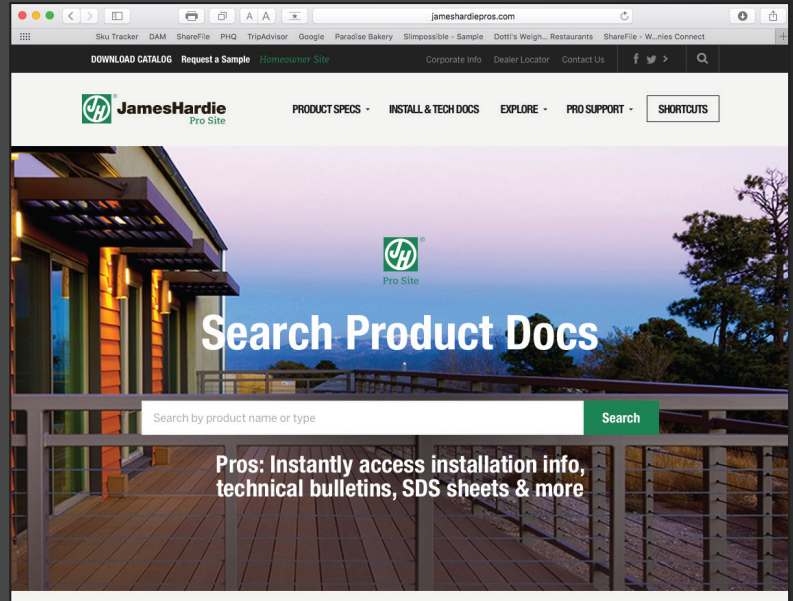
# Introducing The New James Hardie Website For Trade Professionals

We are excited to introduce you to the new James Hardie website for our trade audience – [JamesHardiePros.com](http://JamesHardiePros.com).

The new site is a valuable resource designed to provide all of our trade partners with the information they require to efficiently service their customers. Key features of the new site include:

- Install, Warranty and Technical Document Search
- Product Specs
- HardieZone Zip Code Lookup
- Dealer Locator Tool
- Sample Request Option
- Mobile-friendly

Check out your newest resource at [www.JamesHardiePros.com](http://www.JamesHardiePros.com)



## Differentiate Your Business With a Unique Selling Proposition

A unique selling proposition (USP) is a statement about what makes you and your company different from other vendors. Help set yourself apart from the competition by creating a unique selling proposition for your business.

**Here are some examples of some great USPs:**

- “You get fresh, hot pizza delivered to your door in 30 minutes or less - or it’s free.” Domino’s Pizza
- “When your package absolutely, positively has to get there overnight” FedEx
- “15 Minutes Could Save You 15% or More on Car Insurance” GEICO

**All great USPs contains all of these core elements:**

1. It is truly unique, which is tough to do in a world of copycats & benchmarking
2. The USP includes an implied action
3. A guarantee or assurance is offered in the statement
4. It is short
5. It is easily understood

**Characteristics of an effective Unique Selling Proposition:**

- Your company’s value proposition is the primary reason why a prospect should buy from you.
- This requires you to differentiate your offer from competitors.
- You may match your competitors on every dimension of value except one.
- In at least one element of value you need to excel.
- In this way you become the best choice for your ideal customer.
- There is a difference between the value proposition for your company and for your product. You must address both.

**Principles for expressing a value proposition effectively:**

1. Ask yourself: “Why should my ideal prospect (the group you intend to serve) buy from me instead of a competitor?”
2. Compare your answer with the claims of your main competitors.
3. If your competitors can claim the same, start over.
4. Refine your value proposition (USP) until you can articulate it in a single, instantly credible sentence.
5. If you had just 10 words with which to describe why people should buy from your company instead of someone else, what would you communicate?



why should I choose you instead of your competitors?

If you create a good USP, it will stick in your potential customer’s memory and help put you above the rest, no matter what product you’re selling.

# The Best Patio Door Just Got Better With New Security & Stability, New Functional Beauty And New Installation Options.

Simonton Windows & Doors announces new Inovo patio door enhancements.

## Security & Stability

- Added Door Reinforcement - Increases strength and durability of door panel
- Dual Point Keeper - Makes the door easier to lock and allows the anti-slam pin to engage on a flat surface
- Laminated Glass on 8' Doors - Safety and security glass is now available on 8' foot patio doors

## Functional Beauty

- Enhanced Blinds - New blind design closes tighter
- Additional Sizes - Introduction of the 5080, 50610, 60610 and 8080 as standard size options
- Increased Height Options - Custom height available up to 86" (rough opening)

## Installation Option

- Accessory Groove now available on Knock Down Frames - Allows the 2" flat accessory (SM10346) to be added as a flange on knock-down units



**INOV<sup>o</sup>**  
PATIO DOOR BY SIMONTON



## Lansing New Account Promotion

For a limited time, customers can receive a FREE YETI Rambler when they place their first order of Simonton windows and doors with Lansing. In order to qualify, the purchase must include one or more of the newly enhanced Inovo Patio Door and/or seven or more Simonton windows.

Promo Details:

- Promotion valid through July 31, 2017
- Complete the submission form below and get Lansing's signature of approval
- Yeti Rambler will be mailed to each Lansing Branch to hand deliver to new contractor account

## Interested in becoming a Simonton ProNetwork Contractor?

Simonton ProNetwork is a contractor loyalty program that delivers training, leads, financing, marketing support and more. To learn more go to [pronetwork.com/learn-more](http://pronetwork.com/learn-more)



## Visit Lansing Building Products for all Your Railing Needs!



Vinyl

Aluminum

Composite

Cable Rail

## IN-HOME FINANCING MADE EASY



**LANSING**  
GREEN FINANCING

Lansing Green can help you:

**INCREASE YOUR SALES  
GROW YOUR BUSINESS**

By offering a financing options to prospective customers, you can:

Close more sales

Do larger projects

Reduce job cancellations

Know your customer has a way to pay for the project

Improve customer satisfaction

Ask your Lansing representative how to enroll.