

# TIPS FOR SELLING TREX FENCING



STYLE. STRENGTH. SERINITY.

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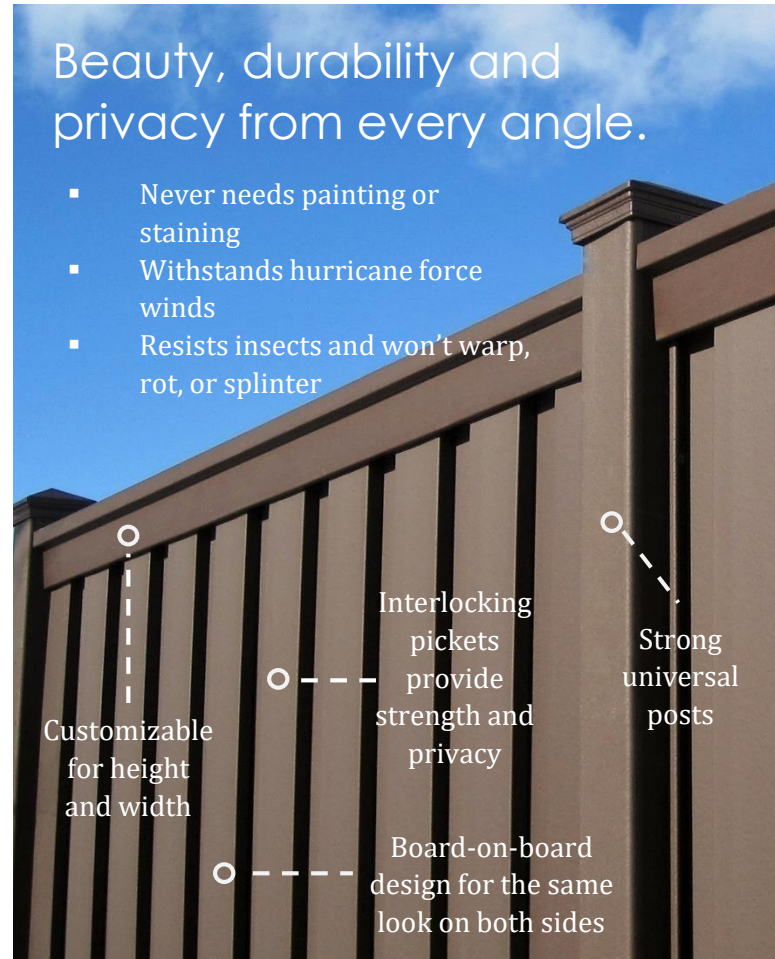


# INTRODUCING TREX FENCING



Beauty, durability and privacy from every angle.

- Never needs painting or staining
- Withstands hurricane force winds
- Resists insects and won't warp, rot, or splinter



# WHY OFFER TREX FENCING

Over time, manufacturers create better products to compete. At the same time, consumers raise their expectations about what they buy.

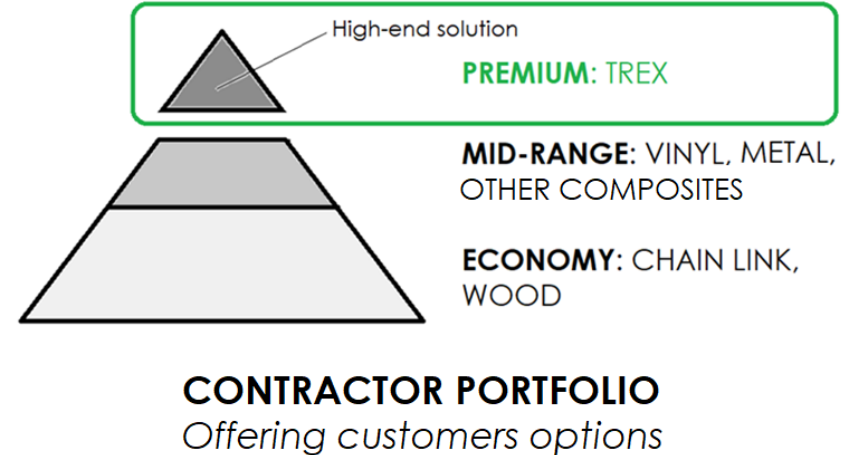
Fencing is no different than cars, counter tops, electronics. There are bargain options that meet the minimal criteria for their category but aren't likely to have all the functionality or quality a customer wants. There are mid-range products that improve on bargain options but do not have all the possible features or are not made of the finest materials. The best options usually carry a higher price tag, but they offer consumers the clearly superior choice.

Trex Fencing is made specifically to fit the niche for demanding customers that are willing to budget for the best option.



# ADVANTAGES OF OFFERING TREX

- Expands consumer options
- Creates Good-Better-Best selling opportunity
- Competes against contractors with broader portfolios
- Creates credibility with customers (“[Our Company] offers the Trex brand”)



# SELLING TREX FENCING – IT ISN'T JUST A FENCE!

## KEY DIFFERENTIATORS

- **Design.** Customers are expecting beauty in design more than ever.
  - ✓ Fencing is just as much about aesthetics as it is about function.
  - ✓ Some buyers want to be unique. Whether it's a statement for themselves or for the neighbors, personal tastes heavily influence decisions.
- **Low-Maintenance.** Many customers don't have time or desire to maintain their fences.
  - ✓ “Get a colorful fence without the staining”
  - ✓ “Trex doesn't rot or rust, and it withstands high winds. ”
  - ✓ “Your weekends are more valuable than you realize until you lose a bunch of them maintaining your fence!”

# SELLING TREX FENCING – IT ISN'T JUST A FENCE!

## KEY DIFFERENTIATORS

- **Brand name.** Leverage “Trex” – the outdoor living leader.
  - ✓ The biggest manufacturer of outdoor living composite materials.
  - ✓ The most environmentally responsible brand: 95% recycled content and award-winning green manufacturing.
- **Warranty.** A reputation for customer service and product innovation.
  - ✓ 25 Year Residential / 10 Year Commercial
  - ✓ Fencing claims are extremely rare
- **Privacy.** Protect your customer's space.
  - ✓ No gaps between interlocking pickets.
  - ✓ Up to 12' tall.
  - ✓ Neighbor-friendly design. Same look on both sides.

# SELLING A PREMIUM PRODUCT

## CONCEPTS IN SELLING PREMIUM PRODUCTS

Selling Trex Fencing is not difficult, but it does require a thoughtful approach. Keep the following concepts in mind when promoting the product.

- Don't assume price is always an objection.
  - ✓ Customers make buying decisions based on multiple factors.
- Trex Fencing isn't a fit for everyone.
  - ✓ Find out what the customer's primary needs are and match them up with the fences you offer. If Trex is the best fit, explain to them why.
- If a customer says "It's too expensive" – they usually mean they haven't understood the value.
  - ✓ Revisit the conversation to find out where the disconnect occurred and address their concerns.

# SELLING A PREMIUM PRODUCT

- Reduce the stress of decision-making. Customers expect you to be the expert and offer advice.
  - ✓ Serve as the customer's consultant. Customers of premium products have higher expectations of service and will respect (and buy from) salespeople that are authoritative and professional.
- Provide a long-view.
  - ✓ Trex, like a lot of premium products, is actually the better value over its life. Up-front costs for wood or even vinyl may be lower, but after maintenance, repair, and replacement over the years, Trex has no additional costs while other fences can expect to take a continuing toll on a customer's pocketbook.
- Make customers a part of the decision-making process.
  - ✓ Present the information, ask questions, and have them envision themselves with a Trex fence while they think through the benefits. If Trex is the best fit, they will begin working their way towards a decision.



# COMPARING PRODUCTS

## QUICK TIPS: ADVANTAGES OF TREX FENCING

- **COMPARED TO WOOD.** Longer-lasting. Much less maintenance. Manufacturer warranty.
- **COMPARED TO VINYL.** Higher durability and strength. No plastic shine. Eco-friendly.
- **COMPARED TO OTHER COMPOSITES.** No wood inserts. Proven history. Engineered systems.
- **COMPARED TO MASONRY.** Less expensive than finished masonry. Much easier to repair. More natural.