

# PRO TIPS FOR SELLING TREX FENCING



**STYLE. STRENGTH. SERINITY.**

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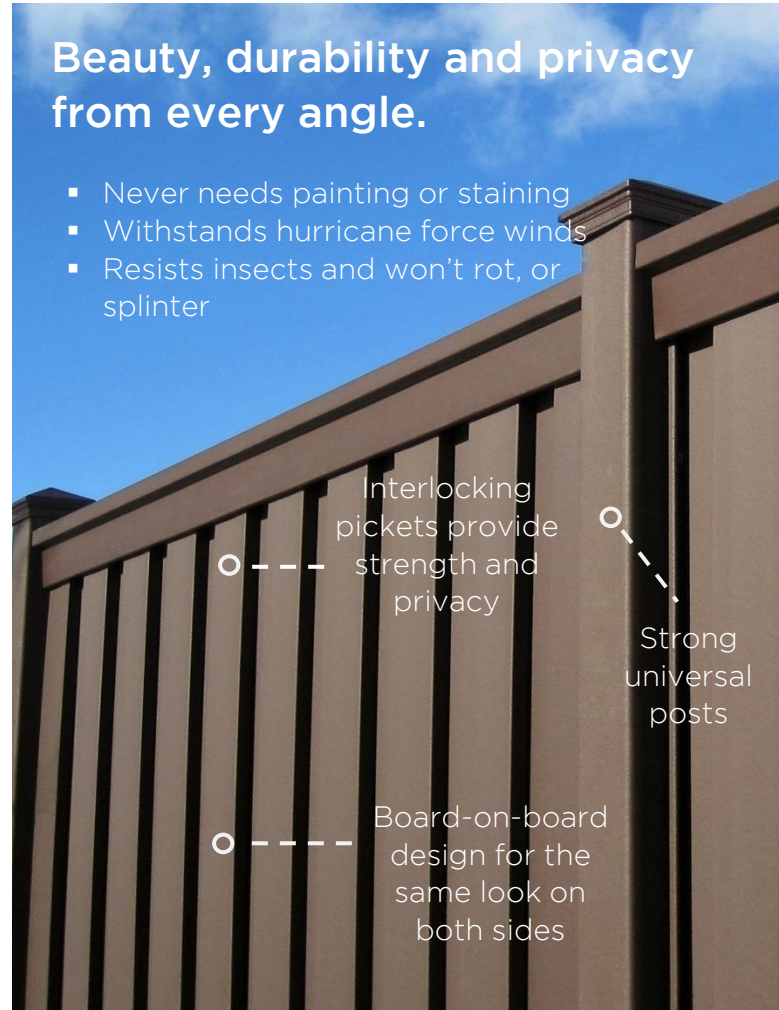


# INTRODUCING TREX FENCING



Beauty, durability and privacy from every angle.

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



Interlocking pickets provide strength and privacy

Strong universal posts

Board-on-board design for the same look on both sides

# WHY OFFER TREX FENCING

## Markets keep changing.

Manufacturers create better products to compete, and consumers raise expectations about what they buy.

## Fencing is the same cars, counter tops, electronics, etc.

**Bargain** options meet minimal criteria for their category but lack functionality or quality.

**Mid-range** products are better but do not have all possible features.

**Best** options usually carry a higher price tag but offer consumers clear choice superiority.

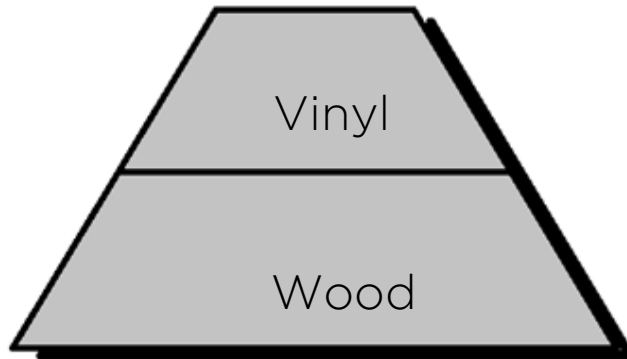


**Trex Fencing is the ultimate upgrade. Demanding customers that are willing to budget for the best option will buy Trex.**

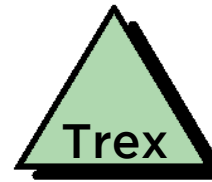


# ADVANTAGES OF OFFERING TREX

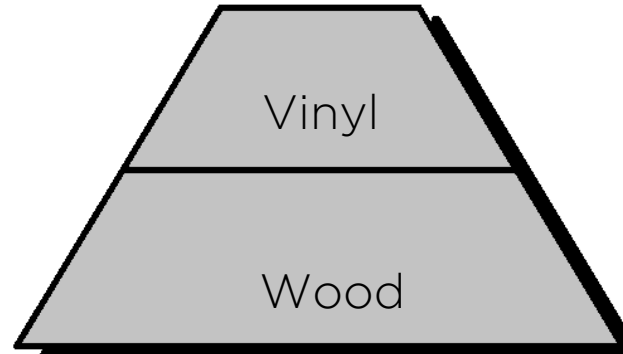
## MOST CONTRACTORS



## TREX CONTRACTOR



- TREX FENCING:
- Higher margins
  - Less competition
  - Brand identity



## COMMODITIES:

- High competition/lower margins
- No product differentiation
- Inferior or limited products

# SELLING A PREMIUM PRODUCT

## CONCEPTS IN SELLING

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

- **Don't assume price is always an objection.**
  - ✓ Customers make buying decisions based on multiple factors and want to buy the best product that they can afford.
- **Trex Fencing isn't a fit for everyone.**
  - ✓ Find out the customer's primary needs and match them up with other 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 (cont.)

- **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 give them time to think through the benefits and to envision a Trex fence in their yard to see if it's the best fit for their needs and budget.

# TREX - MORE THAN JUST A FENCE!

## KEY DIFFERENTIATORS

- **Design.** Customers care about beauty.
  - ✓ Aesthetics is just as important as 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.** Customers don't have time or the desire to maintain their fences.
  - ✓ With Trex, customers get a colorful fence without the staining.
  - ✓ Trex doesn't rot or rust, and it withstands high winds.
  - ✓ Customers' weekends are more valuable than ever.

# TREX – MORE THAN JUST A FENCE! (cont.)

## KEY DIFFERENTIATORS (continued)

- **Brand name.** Trex is the outdoor living leader.
  - ✓ Biggest manufacturer of outdoor living composite materials.
  - ✓ 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 rare.
- **Privacy.** Protect your customer's space.
  - ✓ No gaps between interlocking pickets.
  - ✓ Up to 12' tall.
  - ✓ Neighbor-friendly design. Same look on both sides.



# 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.

# COMPARING PRODUCTS (cont.)

	Trex	Wood	PVC/Vinyl	Other Composites	Masonry
Requires painting or staining	Not required	Required	Not Required	Not Required	Some
Multiple color options	Yes	With add'l labor	Yes	Yes	With add'l labor
Versatility	Yes	Yes	Yes	Yes	Somewhat
Can follow any grade changes	Yes	Yes	Yes	Some	No (must step)
Durable	Yes	Limited Life	Weak	Somewhat	Yes
Resists rot /decay	Yes	No	Yes	No (some have wood inserts)	Yes
Resistant to Insects	Yes	No	Yes	No (some have wood inserts)	Yes
High wind loads	Yes (130+ mph)	No	No	No	Yes
Manufacturer warranty	Yes	No	Varies	Varies	No
Natural look	Yes	Yes	No	Yes	No
Neighbor-friendly design	Yes	Some styles	Yes	Some styles	Yes
Easy installation	Yes	Yes	Yes	Some	No
Matching gates	Yes	Yes	Yes	Some	No
Eco-friendly	Yes	No	No	Somewhat	No
Costs	Higher upfront	Volatile	Lower initially	Higher upfront	Higher upfront

# SUMMARY

## When visiting with customers:

- Always introduce Trex Fencing to customers
- Present the **value** of Trex as the ultimate **upgrade**
- Introduce the **benefits** that matter most to the customer
- Determine if it's the **best fit** for the customer's needs and aesthetic sensibilities

**We're always here to support you. Contact us for help:**

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