

## Who Are They?

How do you talk to an Architects, Mason, General Contractor, Builder, or End User?

**Architects** – These guys are highly educated, and their time is very valuable. Be sure to talk with knowledge, know what the call you're making is about before you make the call. The price is often not their concern, design and architectural style is. They may not know all the specifications and limitations of our product, so an architect may design something that isn't quite feasible without knowing it. Help them to design with our products. Help them to know what our products require, but don't talk to an architect as if he doesn't know what he is talking about. He is probably better educated and most likely smarter than you are.

**General Contractors/Builders** – A General Contractor is the organizer for a building project. They are responsible for scheduling the various contractors and material suppliers and making sure the project goes up the way it was designed to. A Builder is much like a General Contractor, only at a smaller scale. They are more likely to be directly involved in the labor of building, and less likely to supervise everything from a distance. Both want problem free results and don't like things that hold up a schedule. They probably have many issues on their desk at any moment, so don't waste their time, and have solutions to problems you are calling to their attention. Be organized, their job requires it.

**Masons** – A Mason is a professional installer of stone building products. They want to know how to make an installation go more smoothly and easily. Masons should know how stone goes together, and what techniques are best for a situation. This isn't always the case, sometimes a mason may be more knowledgeable about bricks and other similar products. Find out the level of their experience, without suggesting they are not competent to do the job (even if it appears that way) Help them to complete the job, because our product depend on good installation to look right.

**End Users** – End Users are the people that live in the houses we build, or they work in the buildings we make stone for. Often they are the sole financier and the final authority on design. They also may know nothing about cast stone, especially for residential end users. Help them to understand, but **DO NOT TALK DOWN TO THEM**, regardless of their lack of knowledge. If they ask for something that isn't feasible, help them to find a solution that will meet their designs that is.