

Helping a customer consider buying other cast stone products

There are several basic areas where cast stone is generally used. Think of where stone has been used on a project, and consider where it hasn't. Look on the plans. Where has a competing product been used, and where is there a place unexploited by any product.

- 1) Flat Panels and Pavers
- 2) Stairs and Balustrade
- 3) Surrounds
- 4) Columns
- 5) Banding
- 6) Wall and Pier Caps
- 7) Ornaments and Decorative Features
- 8) Interiors and Fireplaces



Next: Don't Scare the Customer!

Start slow, during a conversation about design, suggest something, not too big, like a set of planters, a fireplace, or a fountain. Test the waters first, and see how receptive they are to suggestions. Don't overwhelm them with options and additions. **Get to know the customer's attitude** toward a little judicious up selling. We want more sales, but we'd rather have less, than none at all.

Rep: Do you know what would look very nice, something we see in a lot of (brick/stucco) homes like yours? Many designers will run a set of quoins along the corners of the house. If they match your entry/ surrounds/ columns/balustrade, they'll really add some architectural style to it. I could send you a few pictures of homes done like this?

Rep: I was looking at your entry, and I was thinking it resembles a lovely fireplace we make. Have you considered adding a cast stone fireplace?

Rep: A matched pair of planters might be a nice accent on either side of your door.

Rep: I don't want to break your budget, and feel free to decline my suggestions, but with the surrounds you have, a line of banding, or maybe watertable can add a lot of style for just a little bit more. I have some images I can send you to show you what I mean.

Rep: Those pier caps around the patio would look nice with a planter, or maybe a small finial.