Library - Sales Project Task / Task - PTL 4.0 Gather Contact Data Details / Type Doc - Marketing 06 / Title - Project Portfolios



Some of our best projects, with photos and CAD drawings and breakdowns of how some of the most impressive cast stone units were designed and constructed. Showcases for our Residential and Commercial projects.

#### **Marketing Spins**

Text for email to send with the flyer that tells a customer what he is looking at, written with different target audiences in mind.

Spin 1) Architect

Spin 2) Builder

Spin 3) Mason

Spin 4) End User

(See Below for Spin Text)

#### Spin 1) Architect

I wanted to send you a little something that shows some of the projects we've done over the years. These portfolios show a lot of detail and breakdowns of style for the cast stone units. We have scale CAD drawings for thousands of our units, parts, and profiles, available online to download, just like we used in the portfolios. Join our online membership and you can take a look, at www.stonelegends.com

### Spin 2) Builder

Here is a few little brochures we've done for a few of our better projects. It shows you some details in close-up, breaking down how the stone went together. I hope this shows you some of the capabilities we have at Stone Legends, to manufacture top-class product. We also pride ourselves with the details in our installation package that accompanies every delivery. We can make a project like one of these homes go as smoothly as silk.

### Spin 3) Mason

I wanted to introduce our products and services. We are manufacturers of top quality cast stone, as well as cut stone suppliers. This brochure shows many of the projects we have completed. Our attention to detail during the design phase makes the most intricate stone assemblies go together just the way it was designed. Call us and let us place a bid for your next project.

## Spin 4) New Contact End User - Cold Call

We spoke the other day and you sounded interested in our product line. This brochure has photos of many residential projects we've done. We have many more styles and product groups we manufacture. Let us know what you're most interested in and we can send you a bid on the cast and cut stone needed to produce what you have in mind.

# Spin 5) New Contact End User – Web Member

Welcome to the Stone Legends website membership. This membership allows you access to many handy design tools and a huge library of professionally drafted CAD drawings of our products. I wanted to send you this brochure showing our standard services, along with many of the residential project we've done. Let us know if you want to see something more or you are interested in any further information.