



A brief description of the steps a customer would take during the design phase, up to the delivery and beyond.

## 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 Builders and Masons

*Most Architects Builders and Masons should be familiar with this process*

### Spin 2) Pro Clients who don't know the process

During the process of designing and building a project with cast stone, a procedure is commonly followed. Each of us will have deadlines to keep up. You will be depending on us to deliver the stone on time, and to produce exactly what products and features you require. We depend on you to approve the documents we send, so we can proceed to the next phase. The following flyer shows the typical steps we will go through to produce the cast stone you need for your project.

### Spin 3) End User

The process of getting a cast stone project designed, produced, and delivered can be hard to follow, so I want to send you a brief description of how it typically happens. Each of us will have deadlines that must be met to keep up a scheduled installation date. We depend on you to return documents with a signed approval, so we can move onto the next phase. You will depend on us to deliver quality stone on time, and to support you throughout the design and installation processes. Step by step we will create the building you envision together.