

Shield Products

TRAINING SALES / MARKETING TARGETING PRODUCT SPECIFIC DEFINITION COATING THE WORLD

A brief background and overview of Shield Products In the mid 80's Robert Diefendorf developed a new type of protective coating. A space age Fluoropolymer designed to last 20-30 years without chalking or fading. It provides a hard non-toxic (USDA approved), clear coating that will not crack, chip, chalk, peel or yellow. It is also recoatable and can even bring back faded colors. It seals almost any type of material against rust, corrosion and staining. Superior Shield is available

in Solvent base or Water base air dry or Bake. Shield products can be used on most surfaces including metals, woods, fiberglass, painted surfaces, concrete, marble, tile, canvas and more. It is easy to apply by spray, brush, roller. Our newest project is coating roofs, Saving Energy and money. After years of development, Shield Products have been perfected and patented in different formulations. For you our valued Customer.

TABLE OF CONTENTS Marketing / Sales / Targeting

- | | |
|--|---|
| I. Know Your Market | VI. Play To Your Strength And Goals For Each Call |
| II. Four 'Must' Questions | VII. Getting Into Your Customers Head |
| III. What Is 'Targeting | VIII. How And When To Use This Material |
| IV. Shield Products / Success Industries | IX Energy Saver Program |
| V. 25 Year Success | |

KNOW YOUR MARKET

1. As an applicator of Shield Products, you will be in a unique position to service your customers. Your inquiry into Shield Products Dealership opportunities tell us that you possess certain visionary qualities, that may offer an opportunity to earn an excellent living.
2. I am sure you are aware that there are major opportunities in your area for Shield's specialty protective coatings. Where there are **PEOPLE**, the need for Shield's Coatings exists.
3. you live and work in your market area.
4. Set an initial priority list.
5. You know the companies, services and businesses that will be prospects. That includes associates within your own network of business friends and associates.
6. If you specialize in a particular industry, or have specific training in a given field, you will know who and where to start because you know you will have a solution for their needs.
7. Remember, Shield coating products are not a perceived value product, Shield coatings are a solution product for customer problems. Do your homework on the opportunities in your market area and learn all you can before approaching a new prospect. This will be the best work you can do in order to know your market and prospects

THE FOUR “MUST” QUESTIONS FOR POTENTIAL CUSTOMERS

1. Situation Questions [Examples]

- How long have you had your current equipment?
- What have you been doing with regard to using protective coatings?
- Tell me about your main problems or concerns.
- Have you looked at a lot of products? Did you test any?
- Have you looked at our information?
- Although Situation Questions have an important fact finding role, don't over use them because too many can bore or irritate the buyer. In this first meeting, it is more important to listen because your prospect will tell you what they need.

2. Problem Questions [Examples]

- Is the current operation difficult to perform?
- How important is quality in your current process?
- Do you currently have a standard process that is saving you time or taking too much time?
- Does your current provider work closely with you when you are having issues with the product? We Do!
- Asking your prospect these type of questions is good because it will reveal any discontent they have with the product as well as their supplier. The majority of sales people do not ask enough of what are called problem questions.

3. Implication Questions [Examples]

- How will this problem affect your profitability?
- What affect does the reject rate have on your customers?
- These Implication questions are made for larger customers . Again, most sales people do not ask enough of these Implication questions.

4. Need-Payoff Questions For Your Prospect [Examples]

- If you began to use our product this month, how would that affect your overall quality?
- Would it be useful if our product could speed up your operation by 10% to 15%?
- How has our product performed in comparison to other options?
- When you coat the first of your products, would it be helpful to have someone You could call in case of last minute questions?

WHAT IS TARGETING

Webster's New World Dictionary / tar-ge-ting [an objective: goal] [an object of attack]

- Is there a need for the product or service?
- is it practical?
- Is it unique?
- Is the price right for your prospect
- Is it a good value?
- Would your markup be sufficient to assure a profit?
- Is the market large enough?
- Does your service or product have broad appeal?
- Are there specific smaller segments of your prospect(s) target list that have a strong desire for your product or service?
- Is it new and does your customer know/perceive it is new?

Go where you have the greatest opportunity for early success. Where has Shield Products had the most success or which are the most apparent prospect for our product. Don't look to the difficult sale when there are obvious end users to go to first. Don't try to make Shield Products fit the end user, make the end user fit Shield Products.

SHIELD PRODUCT SUCCESS INDUSTRIES

- Water Slides - A major user of Shield Products Coatings
- Theme parks use Superior Shield coatings in many areas.
- Car washes - Moats are top coated with Superior shield
- Lucent / AT & T building (Orlando, FL) 18 years
- NYC Building (New York City) (20 years)
- Roof Mildew-No growth –
- Homes and Commercial buildings
- Furniture or boat/marine construction and maintenance Superior Shield
- Utility companies
- Condo's
- Tile, Shingle & Metal Roofs
- Concrete driveways /Wood, Floors, Pavers

25 YEARS OF SUCCESS

These examples are self-explanatory and are here to make you aware of areas where Shield Products have had and are having success. A word of advice, don't spin your wheels and waste time on an account that you see with: too long a sales cycle, have budget issues, interested next year, haven't spoken to the decision maker and discuss having other priorities. Keep them in a tickler file and keep in touch, but move on. We have a number of documented testimonials and photos of the above referenced as Shield Product's success stories. Using some of the pictures provided are very effective. Pictures can be down loaded from the web page.

PLAY TO YOUR STRENGTH & GOALS FOR THE CALL

Go back to the **"Four Must Questions"** and walk through it to see where you can apply strength of product

GETTING INTO YOUR CUSTOMERS HEAD

This is easier said than done. The easiest way to think of this is to put yourself in the customers place and on the other side of the desk". You have to do your homework as we have said and that will give you insights into what he is thinking about the area of his business you represent to him. You need to wear the customers hat and think like they do.

Here Are Some Tips:

- Find out who the ultimate decision maker is. Be diplomatic, say, "typically, I always talk to all parties involved in the decision making process, so tell me, besides yourself, is there anyone else involved in making a decision".
- Find out who the power broker is.
- Find out who has the responsibility for this operation/product currently.
- Is there an individual that has influence with the decision maker or the power broker?
- Get to know the Gatekeeper. (This can be the presidents secretary, administration or office manager)
- Find the **'WHITE KNIGHT'** or proponent of your product.
- Might be a brief note attached to the package from the president who passed it on. A subordinate will always give you time since the president told him to look into this product.

HOW AND WHEN TO USE THIS MATERIAL

Product Specific Information / Definition

Take the time to familiarize yourself with the product data in this section.. You can become a chemist, however, you need to understand the materials that are used in Shield Products and how they compare to other related products.

ENERGY SAVING PROGRAM

Shield products has passed all energy star requirements and is a partner of energy star. You will see the energy star logo appear in different areas of our literature . This is a part of doe and EPA a service of the government. A very powerful sales tool. President Obama is pushing his energy savings programs and now gives a 30% material tax credit. Most utility companies give rebates where energy saver products are used. Our program is a simple one. Clean the roof, coat it with our sealer (SKU50804) Residential or (SKU50808) Commercial which includes a special coating additive described below and apply a top coat of superior shield (SKU20059) and you are done. Approximately eight hours labor for a 2800 sq ft home.. They are inert, nontoxic properties. They will mix easily into our coating.

Additionally, their roundness causes them to behave like ball bearings, rolling upon each other, and letting the coatings flow smoothly. When applied the microsphere coating shrinks down tight and creates a dense film of vaccum cells. The resulting ceramic layer improves fire resistance, protects from ultra violet rays, infra-red rays and shields from the destructive forces of nature. This product was originally developed by a NASA engineers, added to our superior shield it becomes a barrier with high reflectivity values. Coatings will last 20 years from date of application. Reduce your heat in the attic as much as 30% to 40 %. Improve the value of your home, tax credit.

“WE ARE ENERGY STAR QUALIFIED”

“YOUR ROOF JOBS WILL LOOK BRAND NEW”