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1. AGENDA

Thanks for opening your home to me today.

(Ask for ice cubes to put inside spacer cup)

Just to give you an idea of what we're going to do today.

Page 1 (Vinyl Replacement Windows)

First, im going to talk about the company, because if and when you decide to do your windows you'd want to work with someone reputable right?

The second thing we'll do is talk about how windows are an investment; and how they absolutely pay for themselves.

And, last thing we'll do is talk about the difference in quality of windows. In this market windows can range from \$600.00 on the low end, up to \$3,100.00 on the high end. And, how many windows are we looking at today? (number)

Ok, (number)? Lets' say you wanted 10, I'm sure you would agree that there's a big difference between \$6,000.00 and \$31,000.00 right? Well its my job to educate you on the difference of quality for the if and when, fair enough?

CREATE THREAD

Why this project, what is it that you are looking to gain, achieve, i mean.. What is it that you really want?

(Quote Sheet)

Name? How long do you plan on living in this house?

2. COMPANY

Page 2 (Remodeling accreditation / Charities)

Universal Windows Direct has been in business for more than 20 years. According to Remodels' Magazine we are currently ranked Top 3 in the nation. So, if and when you decide to start your project you'd have peace of mind, knowing we are worth your business.

We are involved in local charities like Habitat For Humanity; we donate windows and doors for the less fortunate home owners. We support the Make a Wish Foundation, and my personal favorite; Big Brothers and Big Sisters.

Not only are you dealing with the Top 3 remodeler in America; we also understand the importance of giving back to the local community.

Page 3 (Company Overview / Recognition)

Our founders started as a local brick and mortar company out of Fairview, OH. Unlike other companies, our products comes with a double life-time warranty. Meaning your home is covered as long as you own it; but if you sell your home the warranty is covered up to 30 years from the date of installment. We also have exclusive rights to our UniShield, you can't get our windows anywhere else.

All of our installers are Installation Masters certified and we are better business certified; that way you'd have peace of mind knowing that your windows are safe, fastened and secured into your home.

Our UniShield is recognized by the NFRC, a private organization that test windows and doors for security and durability measures. They found that windows with metal spaces last between 3-27 years while our Exclusive UniShield last longer than 125 years. Can you image being around in 125 years? They'd call you a reptilian!

We are also recognized by Energy Star, a government program that's regulated by the U.S. Environmental Protection Act, promoting energy efficiency.

Not to confuse you with a Big Box, Big Brand companies who are on the higher end of \$3,100 per window, but at least for an above average product you should expect an above average price correct? Again, we are currently top three in the nation with our own manufacturers from coast to coast.

Page 4 (Home Improvement Checklist)

Some people like to cut corners by hiring Joe Bobs who aren't licensed nor bonded to perform projects on their home. Hypothetically speaking, lets say you hire someone, even a family member without a license? You'd be at risk of getting shut down by the City or HOA; left with a big hole in your home and that's no fun in unpredictable weather.

Page 5 (Certificate of Liability Insurance)

With Universal Windows Direct your project is licensed, bonded and backed with a \$2,000,000.00 insurance policy. Some companies schedule jobs, then get outta dodge. We are bonded to our jobs through escrow. Insurance covers the job, not people. So, if someone gets hurt while installing your windows we'd cover them with our workers' comp policy. More than 50% of businesses fail within the first 10 years and we've been here for more than 20. Doing

business with us means you'd have total peace of mind knowing that you are safe and secured against any form of liability.

Would you agree that its' worth it to invest more with a company that has all its' bases covered? Does it by the book? Crosses all Ts' and Dots all the Is'.

We require an intial deposit to get started. So, if and when you decided to get started how would you be paying? We have multiple options including financing.

Page 6 (Customer Survey)

Most Big Box, Big Brand companies usually don't offer you a demonstration; I'm going to show you that windows are not only the eyes to your home, but they have a life of their own and are quite fasinatiing. You will brag about our Exclusive UniShield, you'd save time cleaning them and have a pride of ownership.

We specialize in not only windows, but doors, gutters and roof. So, do you see how this survey was designed to not only meet but exceed your expectations? Give you control? Let you hold the purse strings?

COMPANY CLOSE

After taking a look at my company if and when you do a project like this is Universal Windows the type of company you feel comfortable with working on your home? From being Top 3 in the nation, licensed, insured and bonded... What was most important to you or what made you feel most comfortable? And? Those are great reason right?

3. INVESTMENT

Page 7 (Home A and Home B)

Next thing we'll talk about is how windows are an investment; Our exclusive UniShield will absolutely pay for themselves.

The first way windows will pay for themselves is through increased equity and resell value.

These homes are identical, which would you invest in? A home for \$183K with high heating bills, and poorly designed windows that require painting; or a home for \$201K that has our exclusive UniShield installed? Todays' buyer wants to see a 12-month utility bill and by making your home energy efficent you could demand more money for your home; our Exclusive UniSheild increases the equity of your home.

Page 8 (Money Section Utility Bill)

The other way windows pay for themselves is by way of energy efficiency. Let's face it, utility bills are sky rocketing til the point where most people think their meters are rigged. But honestly with mass produced windows you are spending more than you should on gas and electric because the energy is leaking out the windows, or the outside temperature is coming into the home. So, most windows aren't designed to be energy efficient. Our Exclusive UniShield is a Home Health Smart product.

Page 9 (34% Fuel Savings)

How much are you paying for utilities? Round that (\$140.00) in utilities, with our exclusive UniShield and the national increase of utility cost at 5.5% each year, in 10 years you'd save roughly 34% on utility cost each year, or roughly \$11.5k in all. Can you think of something better to do with \$11k than give it to the gas company? Sounds like a family vacation to Hawaii or Jamaica.

Page 10 (Windows Checklist)

Windows are a great investment. New windows will boost pride of ownership. You'd save on gas and electricity year round with your thermometers set on auto pilot. Our windows reduces sound and vibration from traffic and planes. With our Low E-coating you'd also block out 95% U.V. rays, which keeps your carpet, furniture, drapes, blinds and curtains fresh by maintaining their condition over time. Thus making your home look and feel healthier. UniShield windows also tilts-in for easier cleaning so that you can save valuable time. Unlike most windows made with metal frames, our UniShield frames are made out of 100% Vinyl, so you never have to worry about painting and caulking.

INVESTMENT CLOSE

After veiwing this impressive list, if and when you do a project like this, is is safe to say you would consider windows as a great investment for your home? Out of all the reasons, what would be your number one and number two most important reason to get new windows? Those are great reasons, Right?

Let's measure the windows you'd like to replace as well as the others, because its not the matter of "if" but "when" you decide to replace your windows.

4. THE MEASUREMENT

Page 11 (Quality of Windows)

(Measure the windows called out for, ask questions about other windows and suggest to check bathroom windows for mold and condensation)

5. SUPER SPACER

Page 12 (Moldy Windows Health Concerns)

All windows are not created equally! The difference is the Spacer and glass. Often times you find allergy producing mold on the outside, and sometimes the inside of the window.

Facts are children living in moldy houses are twice as likely to suffer asthma and respiratory disease. Exposure to wet and moldy environments may cause severe health concerns. Some people are more sensitive to mold, which causes various reactions depending on the age and health status of an individual. Immune-compromised people and people with chronic lung illnesses may get serious infections in their lungs when they are exposed to mold. This is a picture of a window less than 3 years old from a Big Box, Big Brand... And it has failed.

How upset would you be if you had spent tens of thousands of dollars and this happened to your windows in 3 years?

Page 13 (All Spacers are NOT Created Equally)

(Cup with Spacers)

When its' cold outside, metal spacers can drain the energy of high performing windows. And this is what seperates us from our competitors. Again, Big Box, Big Brands mass produce windows with metal spacers. UniShield is designed with a registered trademark called SuperSpacer.

Super spacers are hand-made with acrylic bonding, a proven ultra-durable NASA and supersonic aerospace technology. SuperSpacer makes it physically impossible for bacterial, fungus, ozone polution and window condensation to build up.

With our SuperSpacer if its 0 degrees outside and 70 degrees inside, our Exclusive Uni-Sheild is going to be 18.4 degrees warmer on the inside than big box, big brand that uses metal spacers. Which gives you more comfort and durability.

Page 14 (The P1 Chamber Test)

Earlier I mentioned a third party, the NFRC. The NFRC ran a test on these spacers called the P1-Chamber Performance Test.. The worlds' toughest window test. The P1-Chamber is a specialty designed box that mimick a rain forest. It's the most rigorous test for quality and durability of windows and spacers under extreme, all-weather conditions. These conditions included a 24x7 UV-Ray Bombardment, 100% humidity test, and fluctuating temperature test from 140 degrees down to negative 30 degrees.

Each week inside the chamber equates to 1 year installed in your home. Our competitors who use metal spacers failed this test EVERYTIME in as little as 3-27 years. Our patented all-foam SuperSpacer survived the brutual P1 Chamber for the real-world equivalent of 125+ years... Even then it didn't fail, we just stop testing. There was limited vibration. SuperSpacer moves with Therm Expansion & Contradictions. There was no seal disruption, no internal condensations and no mold/allergen growth.

With SuperSpacer, our Uni-Sheild Windows are the last windows you'll ever invest in. That's not my oipinion, but according to science. A true life warranty indeed.

SUPER SPACER CLOSE

After knowing what you know about all the different type of spacers available on the market today, pricing aside, if money were no object, and you won the lottery; which one of these spacers would you love to see performing in your home? That's a great spacer, isnt it?

People ask me all the time, if this is such a great spacer why doesn't big box/big brand use it? The answer is simple... Super Spacer is made by hand; The metal spacers are mass produced by machines. Typically, what do we do know about handmade goods? They're of higher.. Quality. The only draw back is they tend to cost... more.

If Anderson and Pella are going to charge \$1.2k to 3.1k per window, mass produced, could you imagine if they were handmade.. \$1.8k to 4k per window! And if you have 20 windows thats' \$80k, want to get started? ;) OF COURSE NOT!

Wouldn't you agree its worth it to invest more, and get it done right the first time? It is isn't it?

Awesome, let's get to the fun part where I show you the features of our Exclusive UniShield!

6.WINDOW DEMONSTRATION

Earlier you told me that you wanted to replace your windows because **(answer)**, **(answer)**. Are those reasons still important to you? I'm not missing anything? Awesome; Our windows are custom built to fit within a 1/4th (quarter) of your opening unlike those stock-sized windows sold by big box big brand. I'm going to show you how our Excelusive UniShield not only meet but exceed your expectations.

A. 100% Virgin Vinyl FusionWelded Frames and Sashes

Alot of big box big brand companies that sell low quality windows between \$800 to \$1,200 dollars are selling mechanically fastened windows, so what that means is the corners are held together by screws and glue. Overtime with expansion and contractions and the home putting pressure on the frame the windows can split, and now you have air, water, and bugs coming into your house. This could also impact your energy efficiency. With our Exclusive UniShield we fusionwell the frame and the sashes, which makes it last and perform for years to come. But more importantly, it gives you that airtight seal to reduce the risk of water, bugs and condensation.

You spending \$20 to 30k for windows. There are two options on the market; Screwed and glued or Fusion Welded Frames and Sashes... which would you rather have?

Action: Tilt window open from the center

B. Synthetic 2ply Weather Stripping

Keeping up with energy efficiency, with our Exclusive UniShield anywhere vinyl touches vinyl you are going to find 2ply synthetic weather stripping.

(Action: grab weather stripping sash frame)

This is not glued on, but big box and big brand usually glew or staple their weather stripping onto the sashes. When opening and closing your window our weather stripping is soft and going to spread apart; which reduces friction. Big box big brand uses a weather stripping similar to this, but its natural which is a bad combination on metal and vinyl. If you look at their weather stripping under a microscope its actually porous and what that means is it causes friction, leaving marks; your window sashes will get dirty very quick by simply lifting your window up and down and overtime the weather stripping will break, causing friction and condensation. And if you have metal or wood panels you'd end of painting and caulking.

You spending 20k-30k for windows... You'd rather have snythetic weather stripping or screwed and glued natural weather stripping? ..Great choice!

C. Multi-Chamber Frame

(Action: Grab MultiChamber Frame)

Most big box big brands aren't going to show the inside of the window; why do you think that is so? Theres' not much to see! Our Exclusive Unishield has a Mulit-Chamber Design, this makes the window alot stronger and energy efficient because of the extra chambers. This green insulation here is a heat stopping technology that creates a thermal barrel that repels heat; so it's either going to keep the heat out or inside the home. This means that you'd have a peace of mind knowing your home is sealed tight.

20k to 30k... What would you rather have? Our Exclusive Unishield with a Multi-Chamber Designed Frame or Big Box Big Brand with screwed and glued framing that doesn't have anything?

D. Bulb Seal

Big box, Big Brand doesn't come with Bulb Seals. Exclusive UniShield windows are made for durability, and comfort... Much like an oven or fridge - our Exclusive Unishield window has bulb seal to keep the outside temperature out and the inside temperature in. So, if you are spending \$20K to \$30k for windows would you rather have bulb seals or no?

E. Cam Style Lock / Hidden Keep

Our Exclusive Unishield comes with Cam Style Locks, this one here is made out of stainless steel. It latches onto what's called a hidden keep. Big Box, Big Brand windows usually have an open keep, meaning people on the outside of your home will be able to tell if your window is unlocked or not. If and when you do this project, say it's \$20K to \$30k which would you rather have? A hidden keep or open keep style lock?

F. Inner Locking Meeting Rail

In the center of our Exclusive Unishield what we have here is called the Inner Locking Meeting Rail. What this means is when your window is closed and your lock is engaged it pushing the bottom frame down, and the top frame up to create an airtight seal, making your home more energy efficient. Most windows in the market completely lacks this feature. Our Inner Locking Meeting Rail also works as a security feature where it's physically impossible to jimmy bar your lock.

And of course, you spending \$20K to \$30k on windows would you rather have our Exclusive Unishield or Big Box, Big Brand windows without an Inner Locking Meeting Rail that leaves you subject to drafts, condensation and intruders?... Sounds like you take pride in owning your home?!

G. Constant Force Balancer

Alot of the big box, big brands out there will advertise 10 windows for \$15,000.00 to \$20,000.00 for windows built with "block and tackle features".

1. (Action: Grab Spiral Balancer)

This Spiral Balancer made out of stainless steel. 95% of windows made before the 90s' are made with this! A 10 window installation, at average is \$15k to \$20k! What happens here is when you lift your window up, the Spiral Balances the weight and gravity required to hold it up. But, over time this spiral will rust and become stuck; making it harder for you to operate your window. Also at anytime this pin could jam or fail entirely... Which means you'd have to hold your window open with a screw driver or a book.

2. (Action: Grab Spring-and-String Balancer)

Now, with this Spring-and-String Balancer your windows are going to fail. This balancer is usually found in newer homes. This Spring-and-String holds the bottom portion of your window when you open it. But overtime what happens is the sun corrodes the string, making it weak and eventually snap; which means that you are going to have to use a screw driver or an old book to prop your window open.

3. (Action: Grab Constant Force Balancer)

Our Exclusive UniShield is made with what's called the Constant Force Balancer. This is a 2 pound window, so there's a one pound Constant Force Balancer on each side. This is made with some of the strongest stainless steel. As you operate your window, one side pulls down while the other pulls up; makes the whole process effortless and seamless. Try opening and closing the window yourself.

Three options on the market.. You spending \$20k-\$30k on all new windows, would you rather have the Spring-and-String Balancer, Spiral Balancer or our Constant Force Balancer? And what's so crazy is those block and tackle balancers aren't covered in most warranties. We have a double life time warranty on all parts, including the frame, glass, sashes, balancers and spacer.

H. Tilted Windows / Top or Bottom Sash Ventilation

Each year there's more than 164,000 ER visits and 300 deaths related to ladder accidents. The majority of those happen on the last two steps of the ladder, or small ladders. Most big box, big brand windows look similar to ours, but their sashes are STUCK in place; so you'd have to get on a ladder to clean them anyways. Safety is a priority, so with our Exclusive UniShield windows you don't have to worry about a slip and fall while cleaning your windows. You can safely tilt or remove the sashes for proper cleaning.

Now if you are looking to invest in windows that's going to last a lifetime, which would you rather have? The windows you'd have to get the ladder out to clean, or my Exclusive Unishield? You can clean your windows from the safety of your own home, which gives you more comfort and a pride of ownership.

I. Screen/Outside of Window (Beveled Edges)

If you take a look at this screen and the outside of the window you'd notice a few things my Exclusive Unishield have that big box big brand doesn't have at all.

(Action: turn window around)

Our Multi-Chamber Design has beveled edges, and this create channels that helps keep the water away. We also have here at the bottom a sloped seal. Big box big brand doesn't have beveled edges and a sloped seal. So, with heavy rain where do you think that water goes? It creates a puddle at the bottom and attract bugs. In addition it will eventually cause water damage to the siding. So, this slope seal is going to direct heavy rain to the side, and through these oversized weep holes; giving you the peace of mind that mold is never going to grow and dead bugs won't build up along the frame.

Big Box, Big Brand screens are made out of cheap aluminum that will bend, bow and break over time. Our Exclusive UniShield comes with a half screen that's fusion welded with keyed corners and easy to take out. If it was free and money was no object, would you invest in brand new windows where your screen ends up looking like someone's been jumping in and out your window. It's going to look awkward. So, which would you rather have our Keyed Corner Screens or big box, big brand with cheap aluminum?

(Action: Turn Window to front side)

J. Sash Limit Locks

When it comes to windows, every homeowner prioritizes safety, security and a peace of mind. Our windows are equipped with Sash Limit Locks that work as a stopper between the sashes. This limits the amount your window will open. A lot of big box, big brands don't have this feature, and if they did you'd end up spending \$20k to \$30k for latches made out of cheap plastic. Our Sash Limit Locks are made out of Lexan, the same material football helmets are made of, so they're not going to break. The true advantage here is the ability to open your window from the top or the bottom. Sometimes kids and pets like to touch the window, and instead of hurting their hand or paw; you can open your window from the top and with the screen in place you can enjoy a cool breeze while keeping bugs out.

WINDOW CLOSE

Earlier you told me the reason you wanted to replace your windows were **(answer)**, **(answer)**, and after taking a look at my Exclusive UniShield window do you feel they meet your expectations? If not exceed them?

Does my Exclusive UniShield do everything you'd want a replacement window to do? It not more? If and when you are ready to do a project like this, is this the type of window you'd love to see performing in your home?

Out of all the great features and benefits, what did you love best about my Exclusive UniShield? And? Those are great features, aren't they?

7. GLASS

Page 15 (Argon Gas / Low-W Coating / Light Glass on Fire)

Now, we are going to go over the glass, because usually homeowners are looking for ways to cut back on utility and want to become energy efficient. We're going to be talking about argon gas inside this window as well as the Low-E coating on top of this window.

A. Argon Gas

Argon is an odorless, tasteless, colorless and non-flammable gas that goes between the window and works as a thermal barrier. Most big box, big brand uses argon gas, but what we found is that they are only required to fill their windows at 60% capacity in order to call it an argon gas filled window. Our Exclusive UniShield is filled at a 97.1% fill rate.

Argon gas is 6-7 times more dense than air, so it slows down if not eliminate energy transference between the two sheets of glass. Outside temperature stays out.. Inside temperature stays in.. The reason we are allowed to fill this window to a 97.1% is because SuperSpacer is self sealing. At a certain temperature argon gas can expand, so we leave 2.9% cushion space for the gas to expand without cracking the window or expanding the sash itself.

B. Low-E Coating

The Exclusive UniShield has 2 Low-E Coatings. Low-E Coatings basically come from the car industry for low emissivity. It's basically a silver oxide coating that attracts light molecules to reflect then outward. It keeps harmful UV rays outside the house.

With mass produced windows sold by Big Box, Big Brand, ones that cost \$2k each will have a hard coating. Our Exclusive UniShield has soft coating. While the glass is still hot we place a soft coating and then when its' fully dried we put another soft coat over the window; basically creating a bond to the window. Big Box, Big Brands' hard coating is basically like the guy who did his own window whereas it starts to bubble up and turn purple overtime. Our Low-E Coating is basically going to filter out the radiant heat to make your home more comfortable and less humid.

So, hypothetically speaking, lets' say you spent \$20k-\$30k for brand new windows... You find out that you have a 60% argon file rate, you got a hard coating thats' going to bubble over time and a metal spacer that failed everytime in testing.... Did you get what you paid for?

C. Heat Glass With Flame Test

It's one thing for me to tell you about energy efficiency, but its another for me to show you. I'm going to heat this glass with a flame.

(Action: Grab temperature gun, test something cold, test both sides of window)

(Action: Flame center of one side of window in a small circle motion for 10-15 seconds)

(Action: Temperature check the hot side of the window, temperature check the other side)

Page 16 (True LifeTime Warranty)

With our double lifetime warranty... Most Big Box, Big Brands like Pella, Anderson, Marvin, Jeld-Wen, Home Depot, Lowes', Champions, nor Window World have a double lifetime warranty. What this means, if the glass ever fails, fogs up, seals break, or your glass simply breaks we replace it free of charge. No cost for installation, travel and etc...

GLASS CLOSE

IMAGINE with my Exclusive UniShield glass, its in the middle of winter when its 18 degrees outside, the cold stays out, the heat stays in, the furnace stays off. Not only is your home quieter, more energy efficiency is saving you money, but most importantly with my Exclusive UniShield your more comfortable in your own home.

But don't stop there, IMAGINE its the middle of summer, when it's 95 degrees outside, the heat stays out, the cold stays in, the ac stays off. Your home is quieter, more enegyery efficiency to save you money, but most importantly my Exlcusive UniShield makes your home comfortable year round.

If and when you do a project like this, is this the type of glass you'd love to see performing in your home 365 days a year?

8.COST V. VALUE

Page 17 (Cost v. Value Report)

According to Real-Estate Agents and Remodeler magazine, In 2021, in Columbus, the average job cost for 15 replacement windows was about \$19k. With an increase resell value of about \$13K based on a 70.4% cost recoup.

As I stated earlier, your Exclusive UniShield comes with a Double-LifeTime warranty so no need to worry about it, take pride of ownership.

Pages 18-31 (Review Each Competitor Qoutes x(number of windows))

COST V. VALUE CLOSE

Can you see how dead on the Cost v. Value Report was when it stated that the average cost of a window (**Action: Total Amount of Qoutes divided by number of quotes**) is 1,253.41?

They were dead on, weren't they? (chicken nod)

And you agree that I have an above average company and product, right?

9. QUALIFYING QUESTIONS & STATEMENTS

(Action: Give Windows Book)

(Action: ROI Sheet)

Earlier you told me that your monthly utility cost were \$115.00, with a yearly increase of 5.5% your energy cost will be \$29,419.00 in 10 years. Well with Exclusive UniShields you'd benefit from a 34% savings in energy cost, saves you \$10,002.46 in utilities. And if this job cost you \$15,000.00 you'd increase your equity/resale value by \$10,560.00. 10 years time, the energy savings and increased equity/resale recoup at 70.4% brings you at \$20,562.46 minus the initial investment for windows will bring you at a \$5,562.46 profit.

(Action: Quote Sheet)

(Customer No - BOGO, Senior Discount, etc.)

With BOGO, and other discounts your total is (ELP)

(Customer No - Monthly Investment on BOGO)

No Problem, again we have monthly investment options

(Customer No - Door Knock)

Had I knocked on your door today, told you I was going to put (number) new Exclusive UniSheild windows in your home; making your home more comfortable, more energy efficient and when I got done and cut you a check for \$5,562.46 you'd say what? Put them in right? Let's put them in... Congrats you're going to love your new windows! Like every good investment you have to put in before you pull out, so let's get you investing.

(Customer No - We Live In America)

We live in America, and common sense should tell you that when your paying for something you should own it, enjoy all the benefits that come along with it. So, whether you pay a guy like me or the utility company you're already paying for windows. Let's just get you owning them!

Most my customers get back to me within 30 days. How soon can you get back to me?... Oh really, that soon?

So, just to clarify my thinking, sometime in the near future you're definitely doing vinyl replacement windows? Its not the matter of "if", but "when".

And, when that time comes, is Universal Windows Direct the type of company you'd love to see performing in your home?

As for my Exclusive UniShield, is this the type and quality of window you'd love to see perform in your home?

As for me, I've acted in a professional manner?.. I answered all your questions?.. You feel ive been the expert here? And you like me?

Well, it seems that the only thing that is stopping me from earning your business on this project today is the money. It's the money isn't it?

(Action: Grab ROI Report)

And, if I could save you a substantial amount of money, you'd want to know about it, right?

Well, put a smile on your face, because there is a way i can save you a substantial amount of money.

It's real simple. If you like the savings, you already know you love the company and love the windows, but more importantly if fit for you on an overall dollar amount or monthly investment, is there any other reason you couldn't say "yes" and get started today. **(don't pause)** BUT, by the same token, if you're not 100% comfortable and all warm and fuzzy inside, just say NO, and i guarantee the original figure for you for a full 30 days, fair enough?

All I ask is that after I share the details of the program with you, simply give me a yes or no, which i can handles. I'll just go out in my car and cry, understand?

10. PSA CLOSE

Page 32-36 (Price Savings Agreement Read Letter)

On Average I go on 3 appointments each day. Today I started off with a 9am in New Albany, a 1pm in Brunswick, after this appointment i have to go back to the office, the gym and then home. SAo, obviously I do alot of driving. Lets' say you were going to get back to me in a week, no problem... Typically what happens is it creates a conflict in my scheduling, which lowers opportunity cost, the wear/tear on my vehicle goes up and profits go down.

Instead of spending big bucks on advertisement cost... If you scratch our backs, we will scratch yours. In order for me to give you this Price Savings Agreement what we ask is that homeowners are willing to do one or all the following:

- 1). Allow college kids to canvas the neighborhood (6-8 additional appointments);
- 2). Post UWD sign in front yard from measuring date till 30 days after installation (1 call/week).
- 3). Take before and after pictures of your home (Home A or Home B) (6 additional appointments)
- 4). **MUST** place order upon initial presentation.

Add up the components of our three promotional savings offer, on average we end up getting an additional 18 appointments. Out of those 18 we see 9 and end up doing business with 4.5. Most company spend thousands in marketing and advertisement, but grass roots always work best.

You see why it makes sense for me to offer you a substantial amount of savings to do it today, instead of driving back and forth and giving it to radio or TV?

Why not offer it to you while im here today? Makes sense right?.. And that makes good business sense, right? Hypothetically speaking, say I could earn your business what's your budget for this project?

(Action: Quoute Sheet)

(PSA x. 02 = (amount) / 72 months)

(PSA x. 02 = (amount) / 60 months)

(PSA x. 02 = (amount) / 48 months)

What i've done is broken this down to three likely monthly investments. The reason i've done this is because interest rates are at an all time historic low. There's never been a better time to use other peoples' money, but in addition to that, since this is a home improvement project, the interest rate in this may be tax deductible. So, out of the 72, 60, or 48, which one works the best?

11. CALL ERIK

Higher Authority Close - Credibility

Hi, Erik. This is Donat, just checking out. I'm at my (time) appointment with Mr. and Mrs. (NAME), we're looking at 15 Unishield plus double pane insulated glass, low-e stacked, Argon, with super space, heat stopper foam inside the frames and sashes, etc.. hardware, white in and white out, capping the exterior with g8, half screens... all the bells and whistles!

Our 30 day figure with BOGO was (amount) and since they qualified for our Promotional Savings that figure came out to (amount). But they have budgeted (amount).

(Product Code is the price)

Option A

If not money, say "I'm confused because they said (answer)."

Option B

If money, say "It was just a little more than they wanted to invest."