

MARCH  
2025

## BREAKING THE BARRIERS

Three things stopping your customers from making the purchase - and how to overcome them.

### JOIN THE DEALER PORTAL

We recently launched our brand new dealer portal through the Diamond Doors website.

### COOPERATIVE MARKETING PROGRAM

Sell the advantages of a bifold door to your customers with an increased marketing budget from Diamond Doors.

## 01 Letter from the Editor

When we started discussing a Diamond Doors newsletter in late 2024, we knew we wanted it to be more than simple...

## 02 Cooperative Marketing Program

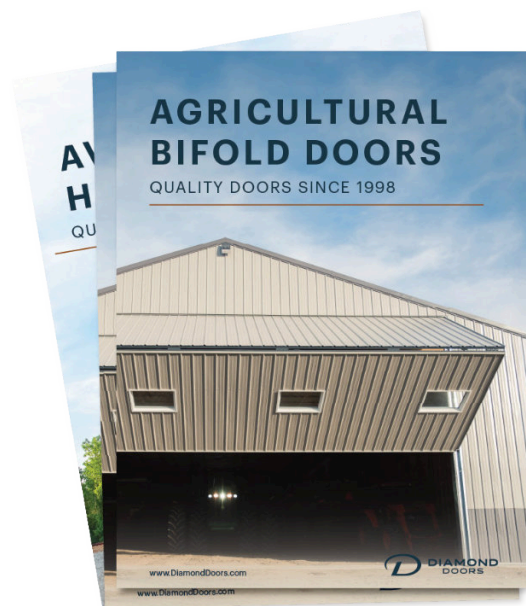
Sell the advantages of a bifold door to your customers with an increased marketing budget from Diamond Doors.

## 03 Breaking the Barriers

Three things stopping your customers from making the purchase - and how to overcome them.

## 05 Bifold Gives New Life to Decades Old Quonset

As a 5th generation farmer, Brodie Durston understands the value of hard work. When his grandfather started the...



## GET YOUR FREE BROCHURES

Looking for brochures to hand out at trade shows or on the sales floor? We've got you covered. Email us today and we'll send a free brochure package your way.

[SEND AN EMAIL](#)

# LETTER FROM THE EDITOR

We're pleased to introduce you to the new Diamond Doors newsletter - the Quarterly.

When we started discussing a Diamond Doors newsletter in late 2024, we knew we wanted it to be more than simple entertainment. As we spoke with you, our dealers and installers, it immediately became obvious that there was a need for information and resources from Diamond Doors, and it became clear that the Quarterly was the perfect opportunity to fill that gap.

It's part of building a community, and that's something that we're eager to do at Diamond Doors. Since our beginning in 1998, it's been our goal to build more than just doors. We want to build relationships with our dealers based on quality service and support. After all, our measure of success is customer satisfaction.

We've done our best to gather content and articles that provide valuable insight not only into what's happening at Diamond Doors, but also into the world of sales and construction.

Inside this first edition of the Quarterly, you'll find articles and content written with you in mind. We've included useful information on the Cooperative Marketing Program offered by Diamond Doors, a recent case study from a satisfied customer, and a dedicated section to breaking the barriers that make selling your product or service difficult.

I invite you to take some time to read through the newsletter and then tell us what you think. We're always happy to hear from you and would love to know what sort of things you would find both useful and interesting in the Quarterly.

All the best,  
*Tim Suderman,*  
*VP of Business Development*  
*Diamond Doors Inc.*



## JOIN THE DEALER PORTAL

We recently launched our brand new dealer portal through the Diamond Doors website, where you can easily access door information, news releases, promotions, sales and marketing resources, and much more. You should receive an email in the next few weeks with a link to your personal account. However, if you haven't seen your link, reach out to our marketing team and we'd be happy to get you started.

[JOIN NOW](#)

# THE DIAMOND DOORS COOPERATIVE MARKETING PROGRAM

Sell the advantages of a bifold door to your customers with an increased marketing budget from Diamond Doors.

We want to help you sell the advantages of a bifold door to your customers.

That's why we introduced our co-operative marketing program. It provides marketing teams from different companies the opportunity to share marketing costs and efforts. When used effectively, this results in a higher return on investment, generates more sales leads, and provides greater value for participating companies and customers.

These programs can take on a variety of forms, but at Diamond Doors, we believe that simple is better – just like our doors. That is why we have streamlined the program to make it accessible and easy-to-use for all our dealers.

You are pre-approved to join the program, and project approval and cost reimbursement are quick and easy. The program is also flexible, meaning that it can easily accommodate your marketing needs and strategy.

This program shares marketing costs for the Diamond Doors brand and our dealers based on project needs and details. Diamond Doors will reimburse (credit your account) up to 50% of project costs for pre-approved projects.

## READY TO JOIN US?

We would love to see you take advantage of this program. If you have questions about your program funding for the year, or about submitting a claim, reach out to us at [marketing@diamonddoors.com](mailto:marketing@diamonddoors.com).

**JOIN THE PROGRAM**

## TAKE ADVANTAGE OF THE COOPERATIVE MARKETING PROGRAM WITH FOUR EASY STEPS



### PLAN YOUR MARKETING

First, create your advertising strategy and content. Ensure that it follows the guidelines in the Dealer Guide.



### PRELIMINARY APPROVAL

Submit your project to our team at [marketing@diamonddoors.com](mailto:marketing@diamonddoors.com) for approval.



### COMPLETE THE PROJECT

Once approved, complete the project by running your advertisement or marketing activity.



### RECEIVE YOUR CREDIT

Send your final invoice to our team and receive your credit to your dealer account.

# BREAKING THE BARRIERS

Three things stopping your customers from making the purchase - and how to overcome them.

---

**W**e've all encountered the same problem - you have the perfect solution for your customer, but they're just not convinced. Where do you go from here? Let's take a look at three of the most common barriers to purchase and practical tips to breaking these barriers.

## #1 - Lack of Product Information

With so many choices in the market today, a lack of product information is a major barrier to purchase. The customer will feel uncertain and unwilling to make a decision until their fears and questions are addressed with adequate information.

This is even more important in large purchases, where the risks and consequences of purchasing the wrong thing are much larger.

However, a lack of information is one of the easiest barriers to overcome.

First, be available to answer any questions your customer may throw at you. The words you choose and the tone that you use go a long way toward establishing open communication.

Rather than saying something like, "Is there anything else?", which may leave the impression that you are impatient to get off the call, try using "What else can I help you with?" or "What other questions can I answer?".

Though these changes are subtle, they are much more inviting and leave less opportunity to be misunderstood as dismissive.

Secondly, you'll want to make sure that information is always easily accessible to your customers. When you provide information, whether by email or on paper, make sure that it is clearly laid out and easy to understand. Go over what you've written to clear up any typos or spelling errors.

Going over a quote with a customer? Don't just hand over the numbers and expect them to figure it out on their own. Highlight key details and answer questions proactively - paying attention to common questions will help with this.

Keep in mind that customers don't just want information about your product or service - they also want to know what to expect when they make the purchase decision. Be clear about the process, timelines, and the information you will need to finalize the details. Keep it as simple and streamlined as possible to reduce the feeling of being overwhelmed and unsure where to go next.

Finally, it pays to know about more than just your own company - know your competition as well. What do you offer that they don't? Do your research and then share with customers the benefits of working with you that they won't find anywhere else.

*Pro Tip: Build on positivity. Tell your customers what they gain from working with you - not what they'll lose by working with your competition. By not speaking negatively of other companies, you'll gain trust and build an outstanding reputation of your own.*

## #2 - Lack of Trust

No one wants to do business with someone that they don't trust. Customers who feel like they are being cheated or misled will quickly walk away - and once the damage is done, it can be difficult, or nearly impossible, to undo. Let's look at four ways you can build trust.

First, build a relationship with your customer. Make a habit of remembering names and the little details, even if that means jotting down a few notes after your conversation. Really listen to what they are saying and don't just hear what you expect to hear.

When your customer knows that what they say really matters to you, they'll be more likely to welcome and trust your solutions.

*What should you not do? Don't focus on finding ways to prove their statements and beliefs wrong. This very quickly erodes the trust that they have in you and builds a wall.*

Secondly, share customer stories when appropriate.

Your marketing team has likely already shared google reviews and customer testimonies with everyone within earshot, but when a customer comes to you, you can go

one step further and share customer stories.

Now, you'll need to be careful not to share any private details, unless you've been given permission, but sharing how you successfully helped a previous customer with a similar project can build the confidence a customer has in you and your experience.

*What should you not do? Don't complain or make negative remarks about other customers. Also, be very careful not to share any private details about the project or customer to protect their privacy and trust in you.*

Next, be authentic - the customer is buying from you.

As humans, we are often driven by emotional factors, even when the decision to be made is completely logical. When you connect with your customers on a personal level, you are building trust.

Your customer isn't only buying a product or service – they're also buying your excitement and passion for their project and dreams. Be honest about limitations and the realities of their project, but also get excited with them.

Don't be afraid to be relatable, sharing stories that show you understand their experience. Just be careful not to make assumptions, and don't dominate the conversation. Listening well and saying less is an important part of selling more.

## KEY POINTS

- Keep learning and be well informed about the products you provide.
- Provide clear and concise information.
- Don't close down the conversation too early. Stick around to answer questions.
- Build trust with integrity and transparency.
- Focus on relationships over quick sales.
- Share customer testimonies and success stories.
- Don't push what your customer doesn't need.
- Listen more than you speak.

Finally, don't push the wrong product. If you discover during conversation that your product doesn't adequately meet your customer's needs, be honest with them. If you can offer a different solution, present it to your customer, but if you can't help them at all, it's far better to be upfront about it and maintain the trust your customer has in you.

### #3 - Lack of Funds

A lack of funds can be one of the hardest barriers to overcome, since you generally have no control over your customer's budget or your selling price. However, with careful questions and a bit of flexibility, there are ways to weaken this barrier.

First though, you'll need to find out whether their lack of funds is due to an actual budget or planned budget. Actual budget refers to the customer's available funds in their bank account, while planned budget refers to their budget allocated to the project, with the assumption that more funds would be available if the customer believed it was necessary.

If you determine that the barrier is a planned budget, it may be worthwhile to go in-depth with the return-on-investment your customer will receive from your product or service. Discuss your unique advantages and long-term savings that they will experience.

However, if you discover that the customer's actual budget is the barrier, your approach should be less aggressive. Consider the value of the sale to your company; if you close this sale, what advantages do you see for the future?

Do you see positive word-of-mouth? Additional purchases from the same customer? Opportunity for growth in a region that has been difficult to break into?

If so, you may want to consider offering a reasonable discount – something that doesn't undercut your value but provides the customer with enough breathing room to say yes.

*If you're struggling to close a sale, step into your customer's shoes for a moment. If you can figure out why they are asking the questions, voicing the concerns, and needing your product or service, you're that much closer to providing what they need to make the purchase.*

*Once you know what the barriers are, you can start to tackle them one by one.*

# BIFOLD GIVES NEW LIFE TO DECADES OLD QUONSET

At Diamond Doors, we make it simple.

---

**A**s a 5<sup>th</sup> generation farmer, Brodie Durston understands the value of hard work. When his grandfather started the current farm location near Dauphin, Manitoba in 1959, he ran a mixed calf and grain operation. In the early 1960s, he built a quonset that housed his seed cleaning operation. But as the farm continued to grow, it became apparent that more space was required to keep up with the needs of the farm.

Now using the quonset as an unheated shop, Brodie found that the aging sliding doors couldn't keep up with their needs. They were becoming difficult to move and frequently jammed with snow and debris, causing extra work and frustration. After all, running a mixed calf and grain operation makes efficiency and ease of use a priority in day-to-day operations.

That's when Brodie started looking at options to upgrade the sliding doors on his quonset.

"A friend of mine suggested we look into a Diamond door," he said. "They have two in use on two separate buildings and had been happy with them."

## *The Project*

A Diamond door was a good fit for this retrofit project, especially with the addition of the self-supporting header system. This door feature makes it possible to install a bifold door that is sometimes taller or wider than what the building would typically allow. In some cases, it can also provide additional structural support to hold the weight of the door.

Brodie also opted to add polycarbonate sheeting to the top half of his bifold door.

Polycarbonate sheeting is a great option to allow plenty of natural light into your building. For Brodie, it makes the quonset a much more pleasant place to work, as it is now brighter and more inviting.

Diamond Doors offers 10mm and 30mm polycarbonate sheeting options. The 30mm polycarbonate, also known as Therma Vu, provides an insulation value similar to that of standard double pane windows.

Since Brodie chose to insulate his bifold door, the Therma Vu polycarbonate sheeting was the perfect complement.

And while the quonset is currently unheated, the insulation package provides improved temperature control in the shop. This makes the quonset a more comfortable place to work during the frigid Manitoba winters.

## *The Installation*

Like many farmers, Brodie has had his share of experience in building work. He decided to tackle the work of installing the Diamond door on his own and found that it was a simpler experience than he expected.

Brodie says of his experience that "since this was our first door install, we were pleased with how it turned out. We were slow, but the materials and fasteners were all there and the in-depth instructions gave us confidence."

Easy installation is a key part of the Diamond Doors commitment to our customers. Shipping the frame fully assembled, pre-wired, and with everything needed for installation makes the entire experience hassle-free and as simple as possible.

"The fact that all the door cladding was pre-cut was a nice touch," adds Brodie, highlighting another Diamond Door advantage.

When customers order cladding or trims through Diamond Doors, we provide the exact lengths needed. This saves time measuring and cutting during the door installation.

When questions did come up during the installation process, Diamond Doors was readily available to help.

When Brodie called with a question about installing the polycarbonate panels on his bifold door, he says that he felt supported by the Diamond Doors team.

In addition to a thorough instruction manual, we strive to be as accessible as possible. Our service department is always ready to answer your questions before, during, or after the installation process.

### ***The Experience***

"The door is great. [We are] very pleased with it and would not hesitate to order another one," says Brodie. "The full opening height and width is a really nice feature." He's happy to recommend a Diamond door to other farmers.

Located in southern Manitoba and coming from a background of farming, Diamond Doors has built many strong relationships in the agricultural industry. Our rich history helps us understand the needs of farmers and agricultural producers across North America and provide door solutions for any building type.

*Kaylee Giesbrecht*  
Marketing Coordinator

**Since this was our first door install, we were pleased with how it turned out. We were slow, but the materials and fasteners were all there and the in-depth instructions gave us confidence.**

**Brodie Durston**  
**Shirt Tail Creek Beef and Seed**

