

QUARTERLY

JUNE
2025

TRY THE NEW QUOTE ESTIMATOR

You asked, we answered. Find it on the Dealer Portal - a brand new quote estimator designed exclusively for our dealers.

SMALL DOORS, BIG SAVINGS PROMOTION UNTIL AUGUST 8, 2025

Offer your customers an upgrade on convenience that they can't resist.

THE MARKETING MIX AND YOUR SALES PROCESS

Explore the 4 P's of marketing from a sales perspective and build your sales toolkit with five practical takeaways.

THE NEW TESTAMENT CO

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As we finish up the first half of 2025, I wanted to share a few important updates and insights from the Diamond Doors team...

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Get answers to your customers faster than ever before! We just launched a brand new quote estimator.

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Explore the 4 P's of marketing from a sales perspective and build your sales toolkit with five practical takeaways.

06 Bifold Quonset Door Makes Farm Maintenance Easier

Many of these quonset buildings, or rather, their doors, are now too small for most farm equipment.



TAKE ADVANTAGE OF THE COOPERATIVE MARKETING PROGRAM

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

GET STARTED

JULY 1 - AUGUST 8, 2025

SMALL DOORS BIG SAVINGS

Talk to our sales team to learn more about this limited time offer and save big on your next small door. Applies to doors smaller than 600 square feet.

ORDER NOW

Promotion applies to door orders placed between July 1 and August 8th, 2025. Shipping and taxes are excluded. This promotion is not valid with any other offer or discount. Applies only to bifold doors under 600 square feet. Some conditions may apply to specialty projects. Valid for residents of Canada and the United States only.

TIM TALKS

There's always something new happening at Diamond Doors.

Dear Dealer,
As we finish up the first half of 2025, I wanted to share a few important updates and insights from the Diamond Doors team.

Quote Estimator Now Live

Recently, we launched a new Quote Estimator, which is now available exclusively through the Dealer Portal on our website. This tool allows you quicker access to general door pricing and helps you download pricing estimates with ease. This will streamline your quoting process and help you respond to customers faster.

If you haven't tried it yet, I encourage you to sign in to the Dealer Portal and explore its features. [Need help? Our team is available.](#)

Current Lead Time and Expedited Requests

Our current standard lead time for doors is four weeks from the time of order. However, we understand that urgent needs can arise, and we want to help you with that. If you ever need a door in a shorter timeframe, please don't hesitate to contact us.

While we can't always guarantee it, we will do everything we can to accommodate your needs and support your success.

Market Update – A Positive Outlook for Quarter Three

Like many others in the building and construction industry, we experienced a slower-than-usual first quarter in 2025. However, we've seen steady momentum building in the second quarter, and indicators suggest a strong third quarter ahead.

We're optimistic about what's coming and are committed to ensuring that you have the products, support, and tools to make the rest of 2025 a success.

This is just the start of great things for our Diamond Doors and dealer relationships. Thank you for your continued partnership, and for representing the Diamond Doors brand with excellence. We're thankful to have you onboard and look forward to continuing to work with you.

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



DIAMOND DOORS LAUNCHES NEW QUOTE ESTIMATOR

Get answers to your customers faster than ever before with the new quote estimator. Find it on the Dealer Portal.

Get answers to your customers faster than ever before! We just launched a brand new quote estimator - designed exclusively for you - on the Dealer Portal.

It provides instant and accurate price estimates for your door quotes, improving your turnaround time on quotes and getting answers to your customers when you need them.



We're not going anywhere.

We're still available anytime 8:00 am to 5:00 pm CST, Monday through Friday, to chat. Call us anytime at 866-325-7600 or send an email to sales@diamonddoors.com and we'd be happy to help.

Here's how it works:

1. **Enter your reference number and building information.** Select if your project is for a new or existing building, and if it's a wood or steel structure.
2. **Enter your door size.** To ensure the accuracy of the estimator, we've limited available door sizes to doors smaller than 50' x 20'. All price estimates are calculated to the nearest foot.

For larger doors, please contact our sales team and they would be happy to help.

1. **Choose your features and options.** They're all there. Choose from things like cladding and trims, insulation, polycarbonate sheeting, locking systems, and more.
2. **Send in a full quote request, or save your quote estimate for future reference.** Our sales team is available to finalize the details on your door and the pricing.

JOIN THE DEALER PORTAL

When you sign up for our dealer portal, you will get up-to-date information on the advantages of our bifold doors, features and options, answers to the most frequently asked questions, technical building information, and an invitation to join our Cooperative Marketing Program to support your own marketing efforts.

[JOIN NOW](#)

THE MARKETING MIX AND YOUR SALES TOOLKIT

Explore the 4 P's of marketing from a sales perspective and build your sales toolkit with five practical takeaways.

Marketing and sales are so closely intertwined that you can't really have one without the other. What happens in marketing affects sales... and what happens in sales affects marketing.

With that in mind, it makes sense to explore the 4 P's of marketing from a sales perspective. This framework can:

- Give you new insight into the relationship between sales and marketing...
- Spark new strategies for your sales process....
- And help you build your sales toolkit.

The 4 P's are a framework, or marketing mix, made of four key components: product, price, place, and promotion. While this framework has been revised and expanded over the years, these four components build a strong foundation. Together, they influence how customers see your product and company.

Let's find out what it is, and then get into how you can apply it to your sales process in a practical way. (Or skip to the end to get right into how to apply it.)

The 4 P's of Marketing

The four key components in marketing are product (what you're selling), price (what it will cost the customer), place (where they find it and see it), and promotion (advertising strategies and the marketing message).

1 - Product

Like its name suggests, product is the item or service that you provide for your customers. This isn't just the physical product (such as a turnkey building), but also includes the features, benefits, and quality of the item or service.

You've likely thought of your own example of a product in the construction industry – buildings. Let's break down buildings as a product.

The physical aspect of a building as a product is, of course, the materials and structure itself. But when we look at product as a whole, it includes far more. What are the features and benefits of a building?

Another thing to consider is the services that you offer with the physical product. Do you offer design services? General contracting? Or do you specialize in certain aspects of the building process?

There's no right or wrong answer. However, each aspect of your product is an opportunity to differentiate your business from the company down the street.

What impact does Product have on your customers?

Product fills some need or desire of your customers. If you want to make a sale, you need to make sure that you offer your product in a way that customers understand which need or desire they are filling by making the purchase.

These needs or desires could be as simple as a place to securely store equipment, or something more complex like a stress-free building experience (but that's its own topic). Whatever it is, make it clear and concise. Short and to-the-point.

How can you leverage this in your sales process?

Keep it simple. Ask questions. Understand the customer's needs. Then tell them how your product fills that need.

This is important to remember, because...

- No matter how good your pricing is...
- No matter how often they see your product...

...A customer won't bite if they don't have a need or desire for the product.

Different customers will need the same product to meet different needs. When you have a strong understanding of your product, you can tailor your sales pitch, speaking to their needs and building your value in their eyes.

2 - Price

Price is the cost of product, based not only on the input costs, but the perceived value of the product, market demand, and competitors' pricing.

For example, popular brand X with strong customer reviews has a higher perceived value than brand Z, even though they sell identical products. With a higher market demand, ie: more customers want their product, brand X can justify charging a higher price than brand Z.

But be careful! When the actual price is higher than the perceived value, most customers will have no qualms about switching to less popular brand Z, with a lower price that matches the perceived value.

What impact does Price have on your customers?

This is a tricky one to answer, because there are so many variables, including the economy, personal finances, where the customer is in the sales funnel, etc. etc. etc. However, here are a few general guidelines.

Increasing the price just a little...

This can sometime boost perceived value in the eyes of the customer, as they associate a higher price with higher quality.

Increasing the price by a lot...

This can quickly cause customers to lose interest, as the actual cost outweighs the perceived value of the product.

Lowering the price, or offering a discount...

This can encourage customers to take advantage of the discount and move them more quickly through the sales funnel.

Lowering the price too much or too frequently...

This can cause customers to question the quality or value of the product. However, you can avoid this by offering promotions at the right time – such as a harvest promotion for farmers during harvest season.

How can you leverage this in your sales process?

There are several ways you can leverage price in your sales process, though it may vary depending on your role in the company and your industry. Either way, here are a few options to consider.

Understand the customer's hesitation...

We touched on this in our last article, Breaking the Barriers. You can read the full article on our Dealer Portal.

If the customer's hesitation is due to lack of planned funds (they don't value the product enough to justify the actual price), it's the perfect opportunity to convince the customer of the value of your product. But if their hesitation is because of lack of actual funds, it may be worthwhile to consider a discount on the product. What future sale opportunities do you see for your company if you close this sale?

Reconsider your base pricing...

Are your customers consistently quoting price as a factor in their decision to use a competitor's product? Especially when the market is struggling, it's worthwhile to consider your pricing, comparing it to competitors with similar product offerings. It's key to balance your actual price with the perceived value of your product.

3 - Place

Place is anywhere your product is available to customers. This includes various channels like in-person sales, online quotes and orders, as well as the location (service area), logistics (how customer receive your product), and where you advertise.

For example, a post-frame building company aiming to sell machine sheds will likely be located in or near agricultural communities, and will be advertising where farmers look (like agricultural magazines).

In other words, your company should be available where your target customer would think to look for you.

What impact does Place have on your customers?

Showing up in the right place makes it easy for customers to find you, notice you, and trust you. Here's why that matters:

- The easier it is to take the next step, the more likely it is to happen. When you show up where your customers are, you make it easy for them to take the first step and start asking questions.
- Showing up in the *right* place sends the message that your customers can trust you, because you understand their needs, their interests, and their community.

How can you leverage this in your sales process?

The easiest way to leverage place in your sales process is by focusing on simplifying access to your product. Make it easy for customers to find you, see what you have to offer, and get the product. Be available where your customers are.

Secondly, make your place inviting. Something as simple as offering a cup of coffee can make a customer feel at home, build their trust, and increase the perceived value of your product.

Are you starting to see how closely related these 4 P's are?

4 - Promotion

Promotion is all about the messaging you send to your customers, including where they see it. It varies from place in that the focus is on the message, not the product. Promotion is the message and where customers see it, whereas place is where customers find the product.

Promotion neatly ties together the other 3 P's (product, price, and place), because it focuses on the message that tells customers...

- What your product is...
- Why the actual cost is balanced with the perceived value...
- And where they can find you - whether that's in-person, online, or anywhere else.

What impact does Promotion have on your customers?

Without promotion, the other P's of marketing will have little impact on your customers. Not having any kind of promotion is like having all your building materials on the job site but never putting the building together. It just doesn't help much.

Before you get too concerned about promotion, remember that promotion is not the same thing as advertising. Promotion includes *any form of communication* with your customers – personal selling, sales promotions, word-of-mouth, etc. Advertising focuses on *paid communication* with your customers – through radio, flyers, video ads, etc. This makes advertising only one small part of promotion.

Effective promotion will influence your customers' purchase decisions. It will make them want your product, buy your product, and share their experience with others.

How can you leverage this in your sales process?

Promotion is where you can have the biggest impact as a sales team. Customers aren't just buying because of the advertising – they are buying because of you. Every sales conversation is an opportunity to further the promotion message by building trust. Here's how you can do that.

1. *Be relatable and authentic.* When customers feel that you really understand them, and that you are being the real you, they'll trust you more.
2. *Keep your message consistent.* When customers know what to expect, it reduces confusion and builds a foundation for long-term trust.
3. *Build a relationship.* Even in the age of automation, people prefer warmth and human connection. Take time to get to know your customers and make sure they know that they matter to you.

Visit the Dealer Portal to read more about building trust with your customers in our *Breaking the Barriers* article from January 2025.

Key Takeaways

The 4 P's of marketing is only one way to look at the sales and marketing relationship, but the fresh outlook that it offers makes it a rewarding perspective. Knowledge is a great place to start, but don't let it stop there. Here's a quick outline of how you can put it into action.

1. Learn all you can about your product.
2. Dig deep into your customers' need and desires.
3. Understand how your product fits those needs.
4. Show up where your customers are.
5. Build a relationship with your customers.

BIFOLD QUONSET DOOR MAKES FARM MAINTENANCE EASIER

Local farmer Ken Rempel shares about his experience with a Diamond door and how it simplified maintenance on his yard.

The installation process was quite simple. It's one of the easiest doors to install that I've come across.

**Ken Rempel
Rosetown, MB**



Quonset buildings are a familiar sight on the Canadian prairies. 50 years ago, they were affordable to build and provided plenty of room for storage and equipment maintenance. But as the years passed and farm equipment continued to grow, many of these buildings, or rather, their doors, are now too small for most farm equipment.

Ken Rempel, a Manitoba egg and grain farmer, agrees. "Before we installed our new door, we had trouble getting our equipment in," he says. For years, he's used his quonset to service equipment and provide space for any manufacturing they may need. He says that "A new door would make this easier because we were able to go wider and higher."

While he had considered an overhead door, it couldn't provide the height and width he needed to get his farm equipment into his quonset. That's when he turned to Diamond Doors.

"We chose a bifold door from Diamond Doors because it's the only door we could find that we could utilize 100% of our ceiling height and... width," Ken says.

Ken was also impressed with the easy installation offered by a Diamond door for the quonset on his farm. "The installation process was quite simple," he says. "It's one of the easiest doors to install that I've come across."

Diamond Doors provides a thorough installation manual and makes installation easier by delivering every door ready for installation. The door arrives fully assembled and pre-wired to save time and costs on installation.

Ken says that he "had really good support from the people at Diamond Doors when we had questions." He adds that "if you're considering working with Diamond Doors, I would 100% recommend it."

*Kaylee Giesbrecht,
Marketing Coordinator*