

QUARTERLY

SEPTEMBER
2025

TOP TEN QUESTIONS ABOUT BIFOLD DOORS

When your customers have questions,
you want to have answers.

SAVE 50% ON THE SELF SUPPORTING HEADER

A great option to give existing
buildings new potential.

3 STEPS TO HAVING CONVERSATIONS THAT COUNT

Strengthen your sales pitch and improve
closing rates by learning how to lead with
the benefits.

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As we wrap up the third quarter, I wanted to share a quick update on what we're seeing in the market.

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TRY OUT THE FREE QUOTE ESTIMATOR

Get answers to your customers faster than ever before with the new quote estimator. It provides instant and accurate price estimates for your door quotes. Use the button below to get started.

GET STARTED



SAVE 50%

SELF SUPPORTING HEADER PROMO

Talk to our sales team to learn more about this limited time offer and save big on the self supporting header. Applies to doors smaller than 600 square feet.

ORDER NOW

Promotion applies to orders placed between September 15 and October 24, 2025. Shipping and taxes are excluded. Promotion only valid with purchase of doors less than 600 sq feet. This promotion is not valid with any other offer or discount. Some conditions may apply to specialty projects. Valid only to residents of Canada and the United States.

TIM TALKS

A Diamond Doors perspective on Q3 results.

Dear Dealer,

As we wrap up the third quarter, I wanted to share a quick update on what we're seeing in the market.

On the agricultural side, there's been a slowdown in new, large building projects. Instead, more customers are choosing to retrofit what they already have. We're seeing a lot of interest in upgrading older quonsets and post frame building with Diamond bifold doors. It's a simple way to make an old building much more useful with a bigger opening, easier access, and more years of value out of a structure they already own.

This shift is a great opportunity for us. Retrofitting with a Diamond door turns these older buildings into real workhorses again, and it's a solution that many producers are looking for right now.

In aviation, things continue to move in the other direction. New hangar demand is strong, with more hangars being built to keep up with growth in the general aviation community. It's a good reminder that, whether it's agriculture or aviation, Diamond doors are a trusted solution across industries.

Thank you for the work that you are doing to share these benefits with customers. If you need materials, ideas, or support to help push retrofits or aviation projects, let us know. We're here to help.

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



HELPFUL RESOURCES FOR YOUR SALES TEAM

We've included links to some of our downloadable resources (also found on the Dealer Portal) that we think you'll find useful. Simply click the button or scan the QR code with your phone to get started.



**ALL-IN-ONE
INSTALLATION MANUAL**



OWNERS MANUAL



AVIATION BROCHURE



**ELECTRICAL AND
USER MANUAL**



COLOUR CHART



**AGRICULTURE
BROCHURE**

JOIN THE DEALER PORTAL

Find all these resources (and more!) in one place when you join the Dealer Portal. You'll get up-to-date information on the advantages of our bifold doors, features and options, technical information, and an invitation to join our Cooperative Marketing Program. Send us an email and we'd be happy to get you started.

JOIN NOW

3 STEPS TO HAVING CONVERSATIONS THAT COUNT

Strengthen your sales pitch and improve closing rates by learning how to lead with the benefits.

Ever feel like you've hit a dead end in a sales pitch?

You've explained the best features of your product and still hear nothing but crickets on the other end. What went wrong?

Well, it's probably that the customer just doesn't care. They're just not interested in your building. What they really want to know is what your building does for them. Underline that twice.

Usually, just talking about your product won't convince a prospective customer to purchase. However, when you learn to lead with benefits instead of features, you're well on your way to making the sale. Here's three steps to having conversations that count - conversations that will leave your customers demanding your product.

#1 - Listen and Identify the Need

You probably start every sales conversation this way. The customer walks in. You offer them a cup of coffee and ask, "What can I do for you today?"

That's perfect. When you can identify the need, it's easier to focus on the customer rather than your own favourite features.

Generally speaking, we tend to want to focus on the features that make us stand out from our competitors. We are excited about them - and our customers should be excited too. Right?

Not really. If they don't get why the feature matters, they won't care about it. Your brand new insulation panels won't be a selling point if the customer doesn't understand that they can save 33% on their monthly energy bills with the new style.

When you can identify the customer's need and understand their end goal, you can lead with the benefits that your customer should hear about.

What does that look like? Simply put, it means that you focus on how your product fills the customer's need throughout the conversation.

However, you shouldn't lead with just any benefits. First, you'll need to understand the angle - which benefits matter most to the customer.

#2 - Discover the Angle

Every good story, news article, and sales pitch has a strong angle. It's the perspective or focus of the conversation, from start to finish. When you have a solid understanding of what your angle should be, you will be equipped to lead with the benefits and your sales pitch will be more engaging and more persuasive.

If your customer is shopping around and getting prices from other building suppliers, it becomes even more important to discover the angle. You're no longer trying to convince them to buy a building - you're convincing the customer to buy your building.

Think of it as shopping for a new dress shirt. The dress code? Shades of blue.

The sales guy grabs a bright red shirt and starts telling you about the quality. The comfort. The innovative design of the buttonholes. It's a great shirt, but it's not blue and it's not what you need. He understood your need for a shirt, but he failed to discover the angle.

That's where asking the right questions is important. Thinking of your own customers, you want to know more than just their building dimensions – you want to know what they're using the building for. You want to know often they're in the building and what they value most – security, convenience, or workspace.

Discovering the angle means that you can lead with the benefits that matter most to your customer and make your sales pitch the most convincing sales pitch they've ever heard.

#3 - Lead with the Benefits

Now that you know what your customer needs and you've discovered the angle, you are ready to lead with the benefits. Remember, you're not just telling the customer what the product does. You are telling the customer what it does for them and how it meets their needs.

Leading with the benefits means that you need to tailor your sales pitch to the customer – it's no longer one size fits all.

Like that dress shirt. This time, the sales guy asks you about the event – location, date, and dress code. Then, he pulls out a blue shirt and tells you about the breathability, how you can toss it in the washing machine without worrying about damage, how the colour goes perfectly with that pair of pants that's currently on sale. He took each feature of the shirt and turned it into a benefit to you.

Leading with benefits means taking the physical features of a product (or service) and turning it into an advantage to the customer.

Let's do the same thing with a building.

Your customer needs a new machine shed for maintenance and equipment storage.

You ask a few questions and discover that they want to use the building before winter and that they are hoping to upgrade their combine sometime in the next year or two. Where do you start?

Look at your building features and turn them into benefits.

Insulation? It makes winter maintenance more comfortable and your new insulation panels lower energy costs by up to 33%.

Walls and framing? They offer a larger clear span so there is more room to maneuver and store large equipment (including that new combine).

Bifold door? Again, a larger clear opening and more room to move that large equipment.

Your experienced construction crew? That building is up and operational before the snow flies. Plus, your customer can rest assured knowing that their building will last for many, many years.

Putting it All Together

This kind of intentionality in a conversation takes practice and a strong understanding of what you can offer to your customers. Take time regularly to review the features of your buildings and turn them into advantages for your customers.

READY TO PUT IT ALL TOGETHER?

Here's a quick checklist before you start your next sales conversation.

- Do I understand my customer's end goal?
- Do I know what my customer needs?
- Do I know how my product fills those needs?
- Can I clearly explain the advantage to my customer?

TOP 10 QUESTIONS ABOUT BIFOLD DOORS

What do your customers want to know?

When your customers have questions, you want to have answers. We've gathered a list of the questions that we hear most often so that you can stay in-the-know too. Feel like something is missing? Chat with us at 866 325-7600 or send an email to info@diamonddoors.com.

#1 - Which features and options are available for bifold doors?

Diamond Doors offers a wide range of customizable door features and options so that your customers can make the door their own. Standard features like the electric lift motor and photoeyes provide reliability and safety, while optional upgrades like the autolock system and windows provide added convenience and visual appeal. Here's a quick overview of what's available.

DOOR FEATURES

CONVENIENCE

- Electric Lift Motor
- Emergency Manual Opener
- Push Button Operation
- Onboard Diagnostics

SAFETY AND SECURITY

- Single Level Locking System
- Photo Electric Sensors

DURABILITY AND STRUCTURAL SUPPORT

- Column Support Angles (wood building)
- J Channel Tracks (wood building)
- Cable Anchor Kit (wood building)
- Column Followers (steel building)

WEATHER PROTECTION

- Top Weather Seal (Canvas)
- Bottom Rubber Seal

#2 - How much maintenance does a bifold door need?

Time is valuable, which is why each Diamond door is designed for reliability and easy maintenance. That includes features like greaseless hinges, a locking system that doesn't require regular adjustments, non-overlapping cables to prevent early cable failure, and other features that simplify and reduce maintenance.

DOOR OPTIONS

CONVENIENCE

- Autolock System
- Remote Opener Package
- Wireless Keypad Entry

VISUAL APPEAL

- Custom Frame Finishing
- Cladding and Trims
- Windows
- Polycarbonate Sheeting

ENERGY EFFICIENCY

- Insulation Package

STRUCTURAL SUPPORT

- Self Supporting Header System

#3 - What affects the pricing of a Diamond door?

There are a variety of factors that affect the pricing of a bifold door, including building type (different types of buildings require different hardware and design), door size, the selected features and options, and delivery location. We offer a complete breakdown of cost on our quote sheets so that you know exactly what you are paying for. If you have any questions about our pricing, please reach out to our sales team for more information.

#4 - What is the largest door that will fit on my building?

Since we don't have your exact building dimensions, we can't give an exact answer. However, what we can say is that a Diamond door will often maximize the size of your clear opening and the potential of your building.

Here's how you can maximize your door size for your building.

1. Mount the door as high as possible on the face of the building.
2. Consider installing the self-supporting header system to mount the door higher than the roofline.
3. For buildings with overhangs, consider square cut corners, which provide room for the door to open fully.

#5 - Which door sizes are available?

We build each door as a custom fit for your building. While common door sizes vary depending on industry, Diamond Doors manufactures doors of almost any size. We've built everything from general

aviation hangar doors, quonset doors, farm shop doors, and commercial shop doors. These doors range in size from 10 feet to 100 feet wide.

#6 - Why does Diamond Doors use lift cables instead of straps?

Concerns about cable lift doors include cable safety and reliability. These issues are commonly caused by cable overlap and an overly complicated cable system with many moving parts. However, our innovative cable lift system eliminates all cable overlap and unnecessary moving parts, preventing cable failure due to regular wear and tear.

Our lift cable design also provides several other advantages. They have a more consistent opening speed, which means they are often faster than lift straps in similar settings, and they are easier to maintain as they don't require frequent tensioning.

Finally, our doors are manufactured with multiple cables and a 10:1 safety factor on every door. If one or multiple cables fail while the bifold door is open, it will still remain safely in place. (We still recommend only operating the door with all cables securely installed.)

#7 - What is the R value of your insulation?

We offer rigid board insulation in R12 (2" thickness) and R16 (3" thickness) depending on your building needs. Installed to the exterior of the door frame, it provides consistent insulation across the full width of the bifold door. Each insulation panel is lined with a white aluminum liner to provide a clean finish on the inside of your door. For easy installation, each panel is cut to length before shipping to minimize onsite labour.



#8 - Is a bifold door safe for busy farmyards and airports?

Whether it's a busy farming operation or a bustling airport, safety is important. Like any other type of large equipment, it pays to be cautious around a moving bifold door. However, we have implemented many different safety features to ensure that each bifold door operates safely for years to come.

- Cable guards prevent pinch hazards where the lift cables wrap around the driveline.
- The electric lift motor is fitted with an electric brake - that means when power is cut to the door, the brake is engaged and holds the door securely in place even while open. (We've also included a manual release and lowering option to safely operate the door during a power outage.)
- Motor safety shields prevent entrapment and entanglement around the motor and gearbox.
- We implement a 10x cable safety factor (compared to the 5x safety factor used by many competitors). The added cables better distribute the loads on the building and prevent the door from failure in the event a cable is damaged.
- We include photoeye sensors on every door. Like a residential garage door, these sensors detect objects that are in the path of the door and prevent the door from closing.

#9 - Do you have different colour options for the top canvas seal?

Yes, we offer the top canvas seal in white, charcoal, or black for a finished look that complements your building. (We also offer black and white window frames.) Please make sure to request your preferred colour option from our sales team when discussing your door.

#10 - Who do I get to install my door?

When our customers ask who should install their door, we're happy to recommend you - our valued dealer and installer team. We are committed to supporting you throughout the sale, during installation, and long afterward. At Diamond Doors, your success is our success.



A BIFOLD DOOR UPGRADE FOR AN OLD BARN

CONVENIENCE AND LOW MAINTENANCE RELIABILITY



After countless paint jobs, Richard Henson decided it was time to do something about his barn.

Built in 1889, the barn was originally used as a cattle barn, hay storage, and shelter for the farm's workhorses. 136 years later, it was time to either tin it, or bulldoze it.

Henson, who farms 3400 acres in western Iowa, with his son, father, and brother, hired contractor Elmer Salazar to do the work.

"We were talking about something on the doors one day," says Henson. "I'm like, I'd really like to put a better door on here. [Elmer] says, 'Well, I sell doors.'"



Elmer Salazar has been a dealer for Diamond Doors since 2023, selling and installing bifold doors across Iowa. "I like installing doors," he says with a smile, "and the customer likes Diamond doors, so it's a good thing."

But while the hangar-style bifold door was exactly what Henson was looking for, he wasn't sure if it was the right fit for his old barn. "That's an old, old building," he says. "It doesn't get much older than that."



Salazar was unconcerned, since he installs bifold doors on everything from pole barns to brand new sheds.

A bifold door offers a few advantages for this kind of project. First, Diamond bifold doors are a good fit for retrofit applications, where a customer puts a new door on an existing building. The self supporting header option provides structural support to carry the weight and loads of the door, which is especially useful for older buildings where the cost of

adding the required bracing and support is prohibitive.

The second advantage is the convenient use and operation for the bifold door. Unlike sliding doors, which must be opened manually and frequently jam or become loose in their tracks, Diamond bifold doors are easy to operate with the push of a button.

Finally, Diamond doors offer reliability and easy maintenance. In fact, Salazar says that "from the time that I had to be a dealer, I never had to come back for maintenance or something in the doors, and that's something that I think makes Diamond Doors special for me. I mean, they work great."

Henson is quick to agree. "It's well built. It's quiet operation... and you can just tell the way they're built that they're high quality."

Kaylee Giesbrecht
Marketing Coordinator
Diamond Doors

It's well built. It's quiet operation... and you can just tell the way they're built that they're high quality.

Richard Henson,
Minden, Iowa

WANT TO SEE MORE?

Visit www.DiamondDoors.com to watch the full video and see more pictures of Richard Henson's updated barn.

