

QUARTERLY

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2025

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Moving an oversized cattle and hay storage building twelve miles to a new...

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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](#)

TIM TALKS

A wrap up of 2025 and looking ahead to 2026.

Dear Valued Partner,

As we approach the end of 2025, I want to take a moment to reflect on what has been a truly historic year for Diamond Doors. On behalf of our entire team, thank you for your continued business and loyalty. Our partnership with you is the foundation of our success, and it is because of your hard work and dedication in the field that we have reached a significant new milestone.



We are proud to share that recent market research has confirmed Diamond Doors is now the largest bifold door manufacturer in North America. This achievement is a testament to the quality of our product, but more importantly, it is a reflection of the strength of our dealer network. We recognize that this position would not be possible without your support, your feedback, and the trust you place in our brand every day. We are honored to be your preferred choice in the industry.

As we look toward a busy 2026, we want to ensure you have the best tools to serve your customers quickly. I encourage you to make frequent use of the simple estimating form located on our website's Dealer Portal.

This tool is designed to save you time by providing:

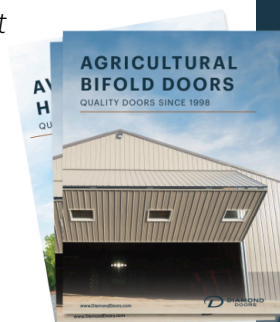
- Instant Budget Pricing: Get quick figures for standard door sizes to help move projects forward.
- 24/7 Access: No need to wait for office hours—generate estimates whenever your customers need them.
- Simplified Specs: A user-friendly interface that walks you through the essential options for any new build.

The outlook for 2026 is positive, particularly within the Canadian agricultural sector. We are seeing a distinct trend toward larger, more complex new buildings.

As farm equipment continues to grow in scale, the demand for wider, more reliable clear-opening solutions is at an all-time high. Whether it's massive new machinery sheds or sophisticated cold storage facilities, the move toward modernizing farm infrastructure remains a primary driver for our industry. We are committed to innovating alongside these trends to ensure you always have the right solution for these high-capacity builds.

We are excited to carry this momentum into the new year. From all of us at Diamond Doors, we wish you a very Merry Christmas and a prosperous, healthy, and successful 2026.

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



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](#)

OVER 20 YEARS OF SERVICE

A note of appreciation for Len Janzen



For the last 20 years, Len Janzen has brightened the office at Diamond Doors. He was a valuable member of our purchasing department, ensuring that each bifold door was (and still is) manufactured from the best quality materials.

We are appreciative of everything he has done to help make Diamond Doors a success, and wish him all the best as he begins his retirement.

Share your best wishes with Len by sending an email to marketing@diamonddoors.com and we'll make sure the message gets passed on to him!



WHAT DOES DIAMOND DOORS HAVE PLANNED FOR 2026?

A sneak peek at what's coming up next year.

We're looking forward to 2026, with exciting changes to our sales and marketing strategy that are designed to better support our dealer network. We want to see you grow, and we're taking steps to help you get there. Here's what that looks like for the next year.

CONTINUED SALES SUPPORT

Our sales team is still available to answer questions and provide the resources you need to make your sales successful. Whenever possible, we will direct retail customers to you (their local Diamond Doors dealer) to support your growth.

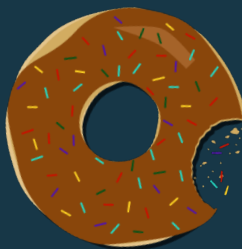
THE INFORMATION YOU NEED

We're working to expand the sales and product resources that we have available, with extensive updates to our dealer binder, product information sheets, videos and webinars that highlight installations tips and tricks, door troubleshooting steps, and more. We're also making updates to our dealer portal and adding even more valuable features.

MARKETING AND ADVERTISING PARTNERSHIPS

We want to work with you to advertise directly to your customers, building brand awareness in a way that drives sales right to your door. Keep an eye out for opportunities to partner together on things like case studies, online advertising, and much more!

Make sure you're up-to-date by signing up for our newsletters. Give us a call or send an email to marketing@diamonddoors.com and we'll make sure that you stay connected.



Thank you to everyone who completed our Dealer Survey. We're excited to use your responses to shape how we can support you better in 2026.

Of course, it's not too late to share your thoughts (and get your gift card)! Simply click the button below to complete the short survey.

JOIN NOW

WHEN THE BUDGET SAYS NO... IT'S NOT ALWAYS ABOUT THE PRICE

How to have conversations that address cost concerns without lowering the price of your product.

It may sound a bit backwards, but the sale is not over just because the budget says no. It's a conversation that should be handled with caution and consideration for your customer, but it's still a conversation worth continuing. Here's why.

You may remember from our March 2025 edition of the Quarterly that one of the biggest barriers to purchase is a lack of funds. The approach that you take in this conversation should be determined by the reason for their budget. Is it a planned budget or an actual budget?

An actual budget refers to the customer's available funds in their bank account – whether they can afford to make the purchase. If a limited actual budget is the barrier, you have a few options on how to move forward.

On the other hand, if the barrier is a planned budget, where more funds would be available if the customer believed the project was worth the cost, you should take a more aggressive approach.

Let's take a closer look at the different approaches you can take.

The Actual Budget

For a customer with a limited actual budget, it's important to take a less aggressive approach. We never want to pressure a customer into buying a product that they can't afford. Instead, it's better to consider the long term value of the sale and if it's worth offering a discount.

Is this customer likely to recommend your business to friends and family? Will the customer return in the future for another purchase? Is there opportunity to grow in an area that's previously been difficult to reach?

If the answer to any of these questions is yes, evaluate whether offering a discount is worth the long term return. Consider a reasonable discount that doesn't undercut the value of your product, but still offers your customer the chance to say yes.

The Planned Budget

There's a bit more flexibility in how you can approach a planned budget barrier.

Each of these approaches uses a different angle to speak directly to the needs of your customer. Remember, an effective sales pitch will always highlight the benefits of the product for your customer, not just what the product does. Your overall goal is to justify the price that your customer is paying by convincing them of the value of your product or service.

#1 - Minimize the Risks

One way to do that is by minimizing the risks and making your product a safe option for the customer. When you do that, you reduce friction and make it easier for your customer to take the next step.

Three of the most common risks include...

- Financial risk, when the product doesn't fill the customer's need and the money is "wasted".
- Physical risk, when the product might cause harm or damage.
- Social risk, when the customer is concerned about how others will perceive them because of the product.

What does it look like? You can minimize the risk by...

- Answering questions
- Refuting objections
- Building trust

Answering Questions

Be available to answer questions, no matter how small it seems. While the answer might seem obvious to you, remember that you do this every day, but it's likely a whole new world for your customer. This is especially useful when addressing financial and physical risks by offering plenty of information about safety and quality.

Whenever possible, answer questions proactively – before your customer even has a chance to ask. Pay attention to the most common questions that you hear and provide materials (on your website, social media platforms, or brochures) for your customers to browse before the sales conversation ever starts.

At Diamond Doors, we make sure to align our online content with where we expect our customers to be in their purchase journey. For example, after a customer completes an online quote request, our website displays “Building Information Checklist” and “How to Order” downloads, answering the customers next questions before they have to ask.

And don't forget that nothing is as reassuring to the customer as hearing it directly from you (or your previous customers). You may find yourself answering the same questions again and again, but it's worth the time and effort. Studies show that the average person has to hear (or read) the same information 5-7 times to remember it, so keep repeating yourself.

Refuting Objections

You can probably think of some common objections pretty quickly – reasons why your competition says to go somewhere else. While it's true that your product might not be right for every customer, understanding the common objections and being able to say, “Well, actually...” can go a long way toward minimizing perceived risk.

When an objection comes up in conversation, be sure to listen to and acknowledge the customer's concern. The objection may not be justified, but it's still real in their mind. Be prepared with facts that address the objection and explain what you do differently.

Building Trust

This is one of the most important things you can do to minimize perceived risk. The good news is that it's virtually free and will offer more consistent results than other marketing strategies. (One downside is that you can't control it as easily and is usually slower to gain momentum than traditional marketing).

Building trust starts with your own actions.

Start by building a reputation for quality and integrity. Don't cut corners, but do the job right the first time. When mistakes do happen, stand behind your product by taking responsibility and correcting the issue quickly.

When you do this, you are sure to find that previous customers are telling others about the great experience that they had working with you, and this word of mouth marketing goes a long way toward helping that next customer make the purchase decision.

Often, you can use these positive reviews and glowing testimonials in your sales conversation. Share them with potential customers, being sure to highlight reviews that address their perceived risks and how your company minimizes or eliminates them altogether.

#2 - Highlight the Benefits

Highlighting the benefits of your product is another way to justify the price that your customer is paying for the product. This means that you take what your product does and turn it into what it does for the customer. This is especially useful for highlighting features and options that may be unique to your product, when the customer doesn't understand the connection between the feature and the benefit. Let's look at what this means, using a vehicle as an example.

I'm a marketing girl, and while I know what I do and don't like in terms of looks and how things drive, I don't know a thing about engines and paint and suspension and... the list goes on.

On the other hand, if you tell my brother that this type of car has this and this engine (the feature), he'll probably be able to tell you how fast it goes from zero to sixty, the horsepower, and how much torque is provided to the wheels (the benefits). For him, describing the feature is the same as describing the benefit.

Me though? I'll have to ask you how that compares to my Chevy Cruze. To me, an engine is just an engine, and unless I have some point of reference, having it listed as a feature doesn't mean anything.

Your customers will likely be the same. You offer an insulation package for your buildings? That's great – but so does your competitor. Tell your customers that they can save 33% on their energy bills with your new design and they'll be far more interested.

So which benefits should you highlight? That depends on your customer and their specific needs. Ask questions and listen well to discover why a customer is asking about your product. Often, different customers ask about the same (or a similar) product to meet different needs – like a customer asking for a maintenance shop vs a customer asking for a cold storage building. Both customers need a building, but when you understand this difference, you can highlight the benefits of your different features and options.

The maintenance shop customer will be interested in your insulation package, while the cold storage customer is likely more concerned about affordability.

For a more in-depth look at leading with benefits, read our [Sales Tips and Strategies](#) article from the last edition of the Quarterly in September.

[READ NOW](#)

Remember, you're not just trying to communicate the features of your product. You also want to ensure that the customer understands the valuable results of purchasing your product.

#3 - Break Down the Cost

Is your customer comparing your pricing to your competitor's? The answer is almost always yes. And if your competitor's pricing is lower, does that mean the end of the sale for you? Not necessarily.

Just as in any other scenario, you have a few options that may help convince your customer of the value of your product, even if it means paying a higher price.

The easiest option is to price match, dropping your price to match the competition's price. However, this is not usually the best route to take. It undercuts the value of your product, cuts into your profit margins, and if you're not careful, may even cause a loss.

(Sometimes, you may find that your prices are significantly higher for a very similar product. If that's the case, it would be worth evaluating your pricing to ensure that what you are charging is still reasonable.)

Instead, have a conversation with your customer about the price, going over what is included and what the competition might be missing in their price.

Be sure to also go over the long-term value of your product, whether that's longevity, flexibility to meet future needs, your warranty and guarantees, or anything else that offers an advantage over your competition.

The Results

At the end of the day, your customer may still choose to look elsewhere, no matter how well you've explained the benefits of choosing your product. Price is a significant barrier to purchase, especially in a constantly changing economy.

Regardless, it's worth having the conversation. If your customer is hesitant on pricing, take the time to answer questions and talk through the advantages to minimize the risk that the customer feels and boost their confidence in your product.

USEFUL TIPS FOR YOUR NEXT DOOR INSTALL

Simplify the door installation process without cutting corners

When it comes to installing trims on the top section of your bifold door, it can be difficult to seal the corners. With this installation method, it's easy to keep those corners closed, preventing rain and moisture from getting behind your trim.

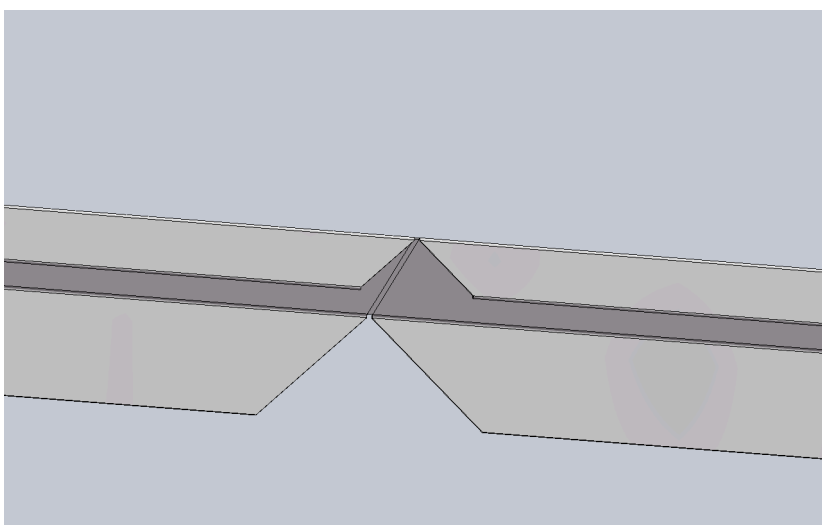
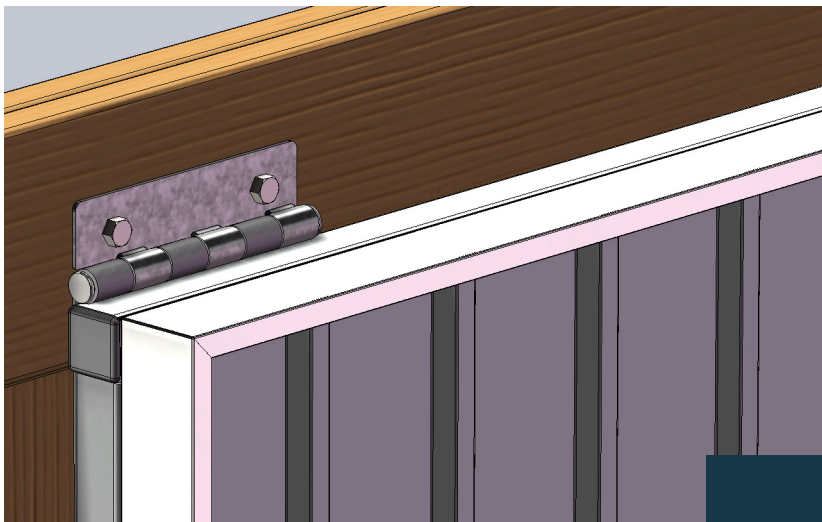


Figure One.



The finished result.

#1 - Measure the J-trim.

Measure your J-trim against the side of the bifold door, marking the point where the J-trim reaches the top of the bifold door.

#2 - Notch the Trim

Snip out notches on the J-trim, as shown in figure one. These notches should be near the end of the J-trim, leaving enough length to fold over the edge of bifold door.

#3 - Bend the Trim

These notches will allow you to bend the trim to a 90 degree angle. Overlap the excess material on the side of the J-trim.

#4 - Install the Trim (Side of Door)

Install the J-trim on the side of your door, as shown in the installation manual.

#5 - Install the Trim (Top of Door)

Install the J-trim on the top of your door, overlapping the J-trim from step four. This will result in a clean, sealed corner that prevents water and moisture from leaking behind your trim.

Have an installation tip that you'd like to share?
Let us know at marketing@diamonddoors.com.

SHARE AN IDEA

PRODUCT UPDATES

A look at our new pedestrian doors.

OVERVIEW

Diamond Doors offers commercial pedestrian doors for easy access to your building through the bifold door. This is especially useful for buildings like quonsets, where space for pedestrian doors is limited.

Made from steel with a reinforced core, these insulated doors are available in two sizes – 71½ inches by 35½ inches and 79½ inches by 35½ inches. Weather proof seals on the sides and bottom of the door protect against moisture and drafts.

A commercial grade handle, high security deadbolt, and heavy duty closure offer added security and peace of mind, while stainless steel hinges ensure long-lasting and durable operation.

These doors swing outward and are customizable to open toward the right or left.



TECHNICAL SPECS

Sizes: 71-1/2" x 35-1/2", 79-1/2" x 35-1/2"

Material: Steel construction with reinforced core

Insulation: Polyurethane

Door Swing: Outward swinging, left or right installation

Security: Commercial handle, high security deadbolt, and heavy duty closure

FREQUENTLY ASKED QUESTIONS

I would like to have a pedestrian door on my building, but don't have room. Can I put it in the bifold?

Yes, we offer pedestrian doors with our bifold door package for convenient access to your building.

Does the door come with a lock set?

Yes, all doors come with a standard exterior lock set.

Can I choose where my pedestrian door is located on the bifold?

Yes, most door styles allow you to select where your pedestrian door is located. Customers typically choose to place their pedestrian door on the side nearest their up/down/stop controller.



A BIFOLD DOOR AND POST FRAME BUILDING

Moving an oversized cattle and hay storage building twelve miles to a new building site is no small task, but third generation farmer Andy Keen had a plan.

The original post frame building, constructed in 1976 by Andy's stepfather's uncle, was designed to serve as cattle and hay storage. However, in 2024, Andy realized that the now dilapidated building could be put to better use as storage for his growing farm equipment, but it would take time and hard work to get it there.

That's when he partnered with Tim Friesen of Celerity Builders to make the vision a reality.

"Tim came on board," says Andy, "and right away, I knew it was going to be good."

The project had a few big needs, including some structural reinforcement and new doors to fit Andy's equipment.

There were a few things to consider when looking at door options for Andy's post frame building, including pricing and design.

"Andy Keen's door was unique because of the building... and the 50 foot clear width [that he needed]," says Tim. That's where Diamond Doors came in.

The unique design of the building meant that width and height were limited for certain door styles, but a bifold door could easily maximize the size of the door's clear opening. Pricing for other door options didn't come close to what Diamond Doors could offer.

Tim had worked with Diamond Doors in the past, and Andy had heard about the company through a local Hutterite colony.

"We really like the design," says Andy. He adds that it's a

light door, meaning that a Diamond door doesn't put excessive strain on the building. "You're not worried about the hardware and wear and tear."

Plus, the overall design of the bifold door made retrofitting it to an existing building the simplest option.

"With the type of post frame building [Andy] had, we would have had to do other additions to the building [to accommodate] the weight of the other door styles," Tim says.

But with a Diamond door? "We were able to just put the door up with a few minor alterations."

Andy is proud of the finished project, saying that he "has a building that my son and my daughter will be able to use, and maybe their kids too."

See more pictures at www.DiamondDoors.com/case-study/bifold-door-and-post-frame-building-made-to-last/

“These doors, they just work so smooth and so well. You're never worried about them. Hit the button, they open, hit the button, they go down. That's peace of mind.”

Andy Keen,
Manitoba, Canada

HAVE A PROJECT YOU'D LIKE TO SHARE?

We'd love to hear from you. Contact us at marketing@diamonddoors.com or call us at (866) 325-7600.