

## NEBRASKA FARMER CHOOSES A BIFOLD

Located in the heart of Nebraska, James Hansen takes pride in his farming operation.

### READY TO PLACE YOUR BIFOLD DOOR ORDER?

How it works and what we need to know before building your door.

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### WHERE IS THE CONVERSATION GOING?

What it really means to control the conversation and three steps to doing it well.

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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**

# LETTER FROM THE EDITOR

From our guest editor, Peter Doerksen

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To our dealers,

I've been part of the Diamond Doors sales team since 2015, and worked in almost every other department before that. Everything from paint, assembly, and installations, to shipping. In that time, I've been able to watch the growth that has shaped Diamond Doors into what it is today.

My day-to-day responsibilities haven't changed much but I feel that where I've grown the most is being challenged by dealers and customers to ask the right questions, as each project is different and unique. With each project, I've grown in knowledge as to what the market needs are. Much of my time is spent estimating doors or in discussion with you, solving door and building challenges one project at a time.

Recently, I had a conversation with an interested customer that reminded me of why I do what I do.

While he was interested in a Diamond door, he also had heard a number of things about a competitor's door that had made him curious. Over the course of a forty-minute phone call, I was able to gain a better understanding of his needs and concerns. This allowed me to walk him through the key differences between our door and the competitor's door. I could explain how and why we do things differently in a way that spoke to *his* concerns (instead of the generalized concerns and answers that anyone can find online).

This is the highlight of my job, to be available, taking the time to genuinely listen and understand. I enjoy hearing from you, whether it's feedback on what we could do differently, or a success story after a challenging project. Those conversations are what make my job meaningful.

As we get to the end of Quarter One, we're seeing optimism for 2026. There's a general sense that things are looking up as we go into summer, and we plan to work hard to ensure that it stays that way.

I hope you enjoy reading this edition of the Quarterly and as always, we welcome your feedback and insight through phone (866-325-7600) or email ([info@diamonddoors.com](mailto:info@diamonddoors.com)).

I wish you all the best in 2026!

**Peter Doerksen,**  
Sales Associate  
[peter@diamonddoors.com](mailto:peter@diamonddoors.com)



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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.

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# READY TO ORDER?

## HERE'S WHAT WE NEED TO KNOW.

How it works and what we need to know before building your door.

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Placing your bifold door order doesn't have to be complicated. In this article, we want to share the details on what we need to know about your building project when you place your door order.

### Why does it matter?

While there are some obvious things, like door size and shipping location, it can be easy to overlook some of the smaller details like the overhang of a roof. However, ensuring that our sales team is aware of these things helps us make sure that your door is the perfect fit. (After all, you don't want a door that doesn't open all the way because it runs into the overhang.)

Getting the right information at the right time also speeds up communication and helps keep your project moving ahead on schedule.

### How do you place an order?

If you've been around for a while, you're likely already familiar with the order process. Just in case, here's a quick summary of what it looks like.

- 01 | Discuss your project with the sales team and get a quote.**

Chatting with our sales team is the easiest way to get all the details figured out at once. We're available by phone at [\(866\) 325-7600](tel:8663257600) or by email at [sales@diamonddoors.com](mailto:sales@diamonddoors.com) to answer your questions. *Looking for preliminary pricing or not quite ready for a full quote? Try our Quote Estimator, an online tool that offers instant, accurate results.*
- 02 | Finalize your building and bifold door details.**

Confirm your project details to ensure accurate pricing and a door that fits perfectly. Check out the list of building details on the next page or chat with our sales team. *You can also do this after confirming your order, but we won't be able to build your door until the details are finalized.*
- 03 | Confirm your order with a purchase order or deposit.**

Send a purchase order and/or deposit to your sales representative to get your door into production. This varies by company, so be sure to check with your sales representative on what's right for your project.
- 04 | We'll deliver your door.**

Our team coordinates shipping and delivers your pre-assembled door directly to your building site. We offer short lead times that are usually between four to six weeks, keeping your project on track with reliable delivery.

# BUILDING AND DOOR DETAILS CHECKLIST

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## ALL BUILDINGS

- Clear opening height
- Clear opening width
- Building width
- Power supply
- Optional door features

## WOOD BUILDINGS

- Wall Height
- Roof Pitch
- Heel Height
- Roof Overhang (soffit/fascia)

## STEEL BUILDINGS

- Grade Beam (Yes/No)
- Eave Height
- Column Type
- Header Flange Size
- Roof Pitch
- Roof Overhang (soffit/fascia)
- Secondary Header Height (if applicable)
- Stub Columns (if applicable)

## QUONSET BUILDINGS

- Peak Height
- Grade Beam



# WHERE IS THE CONVERSATION GOING?

What it really means to control the conversation and three steps to doing it well.

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Controlling or guiding the sales conversation? It's controversial, probably because when it's done poorly, it leaves the customer feeling ignored, frustrated – or worse, manipulated.

But when you do it right, it makes sure that you and the customer both leave satisfied. The customer has the information they need to make an informed decision, and you've gathered the information you need to speak directly to their needs and desires.

## What are we talking about?

Just to keep things clear, here's what we mean when we refer to guiding (or controlling) the conversation.

It doesn't look like dominating the conversation, keeping to a script, or pressuring the customer to commit to a decision they're not ready to make.

It looks like keeping things on topic, asking questions that reveal information about the customer's needs and desires, and preparing the customer for the next steps. Respect is important, and guiding the conversation effectively leaves room for that.

## 3 ways to guide the sales conversation

Learning to guide the sales conversation won't happen overnight. It's an approach that takes time to use effectively. To get you started, here are three things that you can add to your sales approach that will help you guide the sales conversation.

### #1 - Make sure every conversation has a purpose

You can't guide a conversation if you don't know where you want to end up. Keep things on track by making sure that every conversation has a purpose.

There are many different things that will influence the primary purpose (or goal) of your conversation – your sales process, your product, where your customer is in the sales cycle, who initiated the conversation (you or the customer?) – and of course,

the customer themselves. You might move through the conversation and find that, as you've talked, the goal has been met and shifted.

In a perfect sales world, the customer would know their lines and stick to the script. Of course, we all know that it doesn't ever happen that way.

If you're not sure what the purpose of your conversation is (or should be), here are a few common goals.

- **Relationship** – building a bond between yourself and the customer shows that you understand their needs and that they can trust you. However, this should never be the only purpose to your conversation, or it can easily become an interruption and annoyance in a customer's day.
- **Discovery** – understanding the needs and desires of the customer will equip you to present your service or product in a way that provides value to the customer.
- **Offer value** – once you have a strong understanding of what your customer is looking for, you can present your product or service in a way that shows value. This is your opportunity to show how it's the right solution for their problem.
- **Address objections** – if a customer has questions or concerns, this is the time to talk about them. Remember that what is obvious to you might be new information to the customer – each objection is worth your time and a proper response.

Staying flexible and taking care to listen to what the customer is asking is key to a successful conversation, even if it doesn't align perfectly with your goal for the call.

## #2 – Ask the right questions... and then listen for the answer

Now that you know what your purpose is for the conversation, start asking the right questions. These are the kinds of questions that tell you more about the customer, their needs, and their desires.

You already know it, but understanding the customer is key to being able to connect your product or service with their needs. This means that the right questions will tell you not just the product that the customer needs, but what they hope to achieve with the product (or service). It will help you understand what they intend to use the building for and give you better insight into the features and options that would offer value.

Quick example. Your customer (clearly) needs a new building. You ask them what they intend to use their building for, and they tell you that they're planning a storage shed for equipment over winter. This tells you that they won't be impressed by your insulation package, and so you neatly skip over it, keeping the conversation relevant and centered around what the customer does need.

Here's a bit of inspiration on what these questions could be.

- What do you plan to use your building for?
- What kind of equipment do you store in your building?
- How often do you plan to move equipment in/out of your building?
- Are you planning to do any kind of maintenance in your building?

## #3 – Make sure the customer knows what to expect in the sales process

One of the easiest ways to lose a potential customer is by leaving them confused and wondering what's next. Guiding the conversation means that you leave room to explain the next steps, reducing friction

throughout the sales process and setting up your customer for success.

A quick and easy way to implement this is by clearly explaining what the customer can expect to receive from you following the sales conversation, and what you would like the customer to do with that information.

For example, after the initial call, when the customer has provided the information that you need to provide a quote for them, clearly explain when they can expect to receive the quote, and what they should do if they have questions, or when they are ready to move forward.

## Bonus – What to do when the customer starts asking the questions

Just like you, the customer is looking for information, and they'll only find the information that they need when they ask questions too. This doesn't mean that the conversation is about to be derailed, or that you're no longer guiding it.

So what do you do? Answer them.

Don't rush through their questions to get back on "script". Instead, take the time to answer it thoroughly and honestly, leaving room for clarifying questions. Like addressing objections, you want to give their question serious consideration, even if the answer seems obvious to you.

## How do you know who's guiding?

A general rule of thumb is that the one asking the questions is the one guiding the conversation. Be aware of what's happening - because while it's important to leave time for the customer to ask their own questions, you should never be simply reacting to the customer.

Keeping a strong focus on the purpose will allow you to move ahead in the sales process without dominating or forcing an awkward conversation.

*Find more Sales Tips and Strategies articles on the Dealer Portal. Send us an email at [marketing@diamonddoors.com](mailto:marketing@diamonddoors.com) to sign up.*

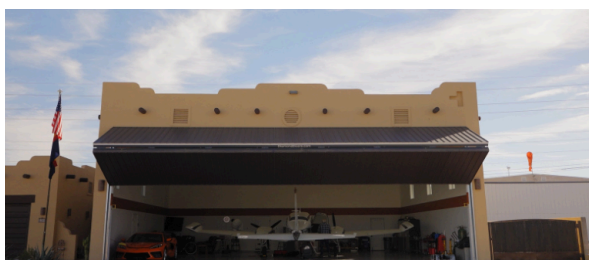
**JOIN NOW**

# FREE RESOURCES THAT MAKE SELLING *EASIER*

Get everything you need to sell a bifold door on the Dealer Portal

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Have you taken a look at the resources available on our Dealer Portal? We offer our dealers exclusive access to a variety of resources that make it easier to share information on the advantages of a bifold door, and that make it easier to sell. Here's a sneak peek at what's available.



### **Photos and videos to inspire your customers.**

Share photos and videos from a variety of industries, building styles, and locations to inspire your customers.



### **Bigger marketing budget with the Cooperative Marketing Program**

Sell the advantages of a bifold door to your customers with a shared budget. We'll cover up to 50% of the cost of preapproved projects.



### **Online access to installation manuals**

We provide digital copies of our installation manuals for wood buildings, steel buildings, and the self-supporting header system.

### **Comprehensive digital dealer binder**

Learn more about Diamond bifold doors, our company, and what to expect when working with us on a bifold door project.

## JOIN THE DEALER PORTAL

Find all these resources in one place when you join the Dealer Portal. You'll also get...

- On demand access to price estimates
- Continued access to updated brochures and info sheets
- Immediate updates on promotions and special offers
- And access to technical drawings and information

Send us an email and we'd be happy to get you started.

**JOIN NOW**

# NEBRASKA FARMER CHOOSES A BIFOLD

Located in the heart of Nebraska, James Hansen takes pride in his farming operation.

"I was raised around here and farmed with my dad for years," he says. He took a number of years away from the farm to work as a diesel mechanic for the state of Nebraska, but when his father retired, he stepped back in to take over running the farm. "I took kind of an early retirement from the state of Nebraska and went into full-time farming and haven't looked back since."

"When I'm farming, I feel like I'm working for myself, and you take a lot of pride in it," says Hansen.

That sense of pride translates into a job well done. When it came time to choose a new door for his farm shop retrofit, Hansen did his research. "I heard a lot of good things about Diamond Doors," he says. "I've seen your website, I started doing more research on AgTalk, different websites on farmers who've dealt with different styles of doors and had very good reviews on Diamond doors as far as quality."

Hansen added a few important options to his bifold door package, including the insulation package, bifold door trim and cladding to complete his building upgrades, windows, and a square cut corner.

"The ceiling height was a huge thing for me," he says. "I needed that... I have a 14-foot header height [on the building] and I could not drop below that because of the combine."

Because Hansen uses his farm shop to do maintenance on his combine, it was important to make sure that his door offered at least a 14-foot clear opening. Typically, this isn't an issue, as Diamond bifold doors are mounted above the clear opening to provide the full clearance needed. However, the overhang around Hansen's building limited the available options.

That's when Diamond Doors suggested a square cut corner, which would allow the door to open to the full 14 feet without running into the overhang.

At the end of the day, Hansen is pleased with the door. "Very good quality product," he says. "I'm happy with it. Very happy."

And since customer satisfaction is our measure of success, we're happy too.

See more pictures at [www.diamonddoors.com/case-study/nebraska-farmer-chooses-a-bifold-for-his-farm-shop-door/](http://www.diamonddoors.com/case-study/nebraska-farmer-chooses-a-bifold-for-his-farm-shop-door/)

*I did do a lot of research and heard a lot of good things about Diamond Doors. That's why I went with them and I've been very happy with the door.*

**James Hansen,  
Nebraska, United States**



**HAVE A PROJECT YOU'D LIKE TO SHARE?**

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