The graphic features a light gray background with a faint geometric pattern of overlapping triangles. In the center, the words "MARKETING PLAYBOOK" are written in a bold, dark red, sans-serif font. The word "PLAYBOOK" is significantly larger than "MARKETING". The two 'O's in "PLAYBOOK" are filled with a dark red, hand-drawn scribble texture. Surrounding the text are several dashed lines: a large red dashed circle encircles the word "MARKETING"; a gray dashed line forms a path that starts from a gray 'O' at the top left, goes to a gray 'X' at the top right, then down to a gray 'O' at the bottom right, and finally to a gray 'X' at the bottom left. A red dashed line also connects the red 'O's in "PLAYBOOK" to the gray 'X' at the bottom left.

# MARKETING PLAYBOOK





# We empower you with tools that make *doing business easier.*

We offer the best quality metal roofing and siding in the industry, and the right marketing tools you need to make selling easier.

Our marketing resources are designed to be used for a *specific audience* and for a *specific stage* in the *sales cycle*.

Take a moment to familiarize yourself with everything we offer and how we designed it to be used. If you have any questions, please contact your sales person.

## Table of contents

How to use the playbook.....	5-10
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Education.....	26-35
Services.....	37-41
Merchandising.....	43-47
Order materials.....	48

# Our marketing materials are designed for a *specific audience.*

We intentionally create materials for three specific audiences: our distributors, the contractor/installer, and the end user/homeowner. We rely on our distributors to supply each audience with the right materials at the right time in the sales cycle.

Each audience has different needs for information about our products. A contractor may need detailed, in-depth specifications, while an end user may be concerned about long-term benefits.

To help you choose the right marketing material, look for the key of small boxes which identifies its intended audience. In many cases the material can be used with more than one audience.



**Distributor**



**Contractor**



**End user**

*Your chance of closing the sale will increase when you choose the right material for the audience.*

# Our marketing materials are designed for a *specific stage* in the *sales cycle*.

While our marketing tools are flexible enough to be used anywhere in the sales cycle, we have designed them to be used at a specific stage.

Below we explain the four stages are and what you're trying to accomplish in each stage. Then as you are looking at a specific marketing item, such as a product data sheet, you will see where we designed it to be used.

## SALES CYCLE:



### INTRODUCTION

## Introduction

- Central States is a supplier of quality products.
- Central States has the right profile for their project.
- Metal roofing is a better alternative to other materials.

## SALES CYCLE:



### UNCOVERING NEEDS

## Uncovering needs

Understand the product and project needs to recommend the perfect Central States product.

## SALES CYCLE:



### CLOSING THE SALE

## Closing the sale

Persuade the customer that the product you recommend is the right choice. Help them choose the colors and options.

## SALES CYCLE:



### POST-SALES SUPPORT

## Post-sales support

After the sale, take care of the customer so they recommend your business to their friends.

# Residential example 1

## I'm thinking about buying a metal roof.

When a person inquires about a metal roof, use our sales materials to move them towards a sale. Introduce them to metal roofing and learn what is important to them. Explain to them why a metal roof is the right product for them, and give them any tools they will need after the order is finalized.

Below is an example of how you would use our materials to guide a homeowner through the sales cycle.

**SALES CYCLE:**



**INTRODUCTION**

### Point them towards the right profile for their project.

Use the *Residential Roofing brochure* to find out which panel they need based on roof pitch, expected roof life, etc.



**RESIDENTIAL ROOFING BROCHURE**  
pg. 28

SALES CYCLE:



UNCOVERING NEEDS

## Find the right quality of panel.

Use the *panel flyers* to point them towards a product quality that fits their needs. Are they concerned about hail, an insurance discount, or specific product approvals?



### PANEL-LOC PLUS FLYER

pg. 16

SALES CYCLE:



CLOSING THE SALE

## Select a color.

Use the appropriate *color chart* to choose the perfect color available in a specific panel profile.



### PANEL-LOC PLUS COLOR CHART

pg. 19

SALES CYCLE:



POST-SALES SUPPORT

## Validate their decision.

After the sale, fill out a *warranty* for their records. A warranty will give them peace of mind about the new metal roof they purchased.



### WARRANTIES

pg. 34

# Residential example 2

## The guy down the road is cheaper.

The guy down the road may be cheaper, but you usually get what you pay for. Manufacturers offer panels that look the same, but can vary widely in quality and performance. Educate your customers about specific layers that make up a quality metal panel: the paint layer, the anti-rust layer, and the steel core.

Use our unbiased flyers to educate end users about technical benefits of metal roofing. Then use our biased marketing materials to point them to a model that fits their budget and protection needs.

Below is an example of how you would use our materials to guide a price-conscience person through the sales cycle.

**SALES CYCLE:**



**INTRODUCTION**

### Introduce them to your offering.

Before you discuss price, understand their project. The *Residential Roofing brochure* is a helpful tool to help you recommend the correct profile and quality.



**RESIDENTIAL ROOFING BROCHURE**  
pg. 28

SALES CYCLE:



UNCOVERING NEEDS

# Educate them about metal.

Use the *Fade, Dent, and Rust flyers* to show how metal specs differ between steel vendors.



## FADE, DENT, RUST FLYERS

pg. 30

SALES CYCLE:



CLOSING THE SALE

# Point them to the right model.

Use the *Layers of Protection brochure* to further educate the customer about metal roofing and help them choose between Standard, Prime, and Ultra panel models.



## LAYERS OF PROTECTION BROCHURE

pg. 27

SALES CYCLE:



POST-SALES SUPPORT

# Validate their decision.

After the sale, fill out a *warranty* for their records. A warranty will give them peace of mind about the new metal roof you just had installed for them.



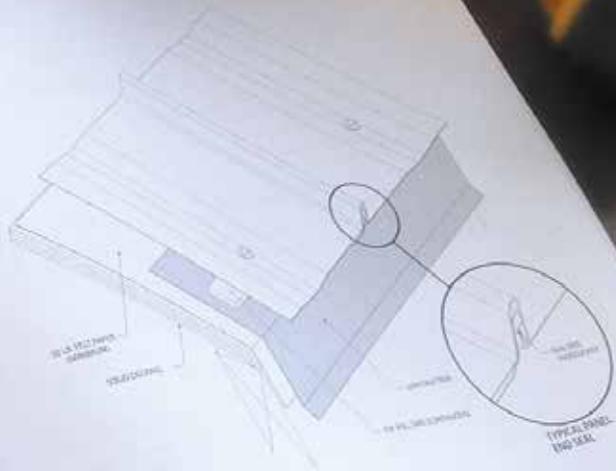
## WARRANTIES

pg. 34





## EXPOSED FASTENER EAVE TRIM CONDITION



### DIRECTIONS:

- NOTE:** Eave trim must be installed prior to panel installation. Also, panel should overhang the eave 1" minimum.
1. Attach eave trim as shown with #10 x 1" low profile pan-head fastener.
  2. Open the back of the seal for approximately 6" back and top the 1/2" extension of 1" heeling the hole.
  3. Install panel and fasten with #11 x 1" wood screws.
  4. Additional ice and snow may be required to attach.

See page 16 for cranked fastener condition

CENTRAL STATES MANUFACTURING, INC.  
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# Products

# Catalogs

Comprehensive reference tool for all of our products.



**TARGET USER:**

**D** **C** **E**

DISTRIBUTOR

**SALES CYCLE:**

**1** **2** **3** **4**

INTRODUCTION

**FORMAT:**

3-Ring Vinyl Binder

**DESCRIPTION:**

Distributors need access to our full line of products in a convenient format. Our catalog features color charts and product guides for every product we offer. This tool is intended to be a reference kept at a distributor's counter.

A sales folder should be used when addressing a potential customer who has general questions.

# Sales Folders

Introduce a distributor or contractor to Central States in a cost-effective way.



**TARGET USER:**

**D C E**

DISTRIBUTOR / CONTRACTOR

**SALES CYCLE:**

**1 2 3 4**

INTRODUCTION

**FORMAT:**

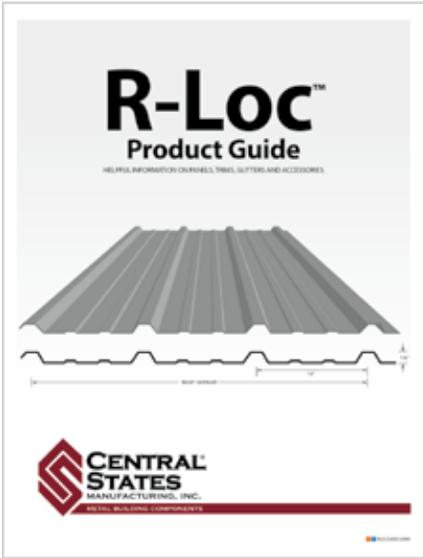
Pocket Folder

**DESCRIPTION:**

This sales folder includes a collection of information that introduces a potential customer to Central States. It includes color charts, products data sheets, and other useful information to get them interested in buying our products from you.

# Product Guides

Great reference tool for contractors who specialize in a product.



**TARGET USER:**

**D C E**

CONTRACTOR

**SALES CYCLE:**

**1 2 3 4**

INTRODUCTION

**FORMAT:**

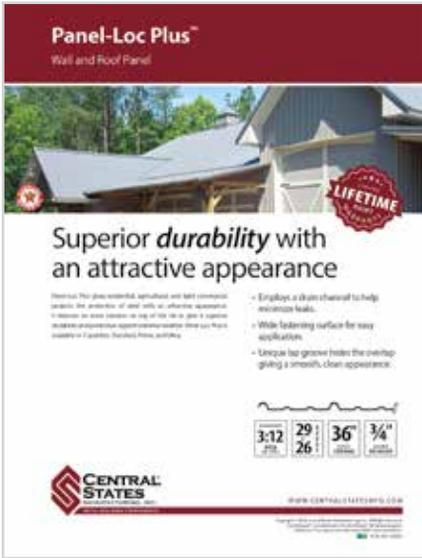
Multi-page Booklet

**DESCRIPTION:**

Contractors often specialize in one or two specific products. They need detailed information on a profile's trims and accessories. Product guides include fastener spacing, square conversions, wind load data, and section properties. To make ordering easier, we have also included codes for colors, panels, trims, and accessories. Each trim is detailed with measurements and angles to help in selecting the correct part.

# Product Data Sheets

Provide technical data on a specific product.



**TARGET USER:**

D C E

CONTRACTOR / END USER

**SALES CYCLE:**

1 2 3 4

UNCOVERING NEEDS

**FORMAT:**

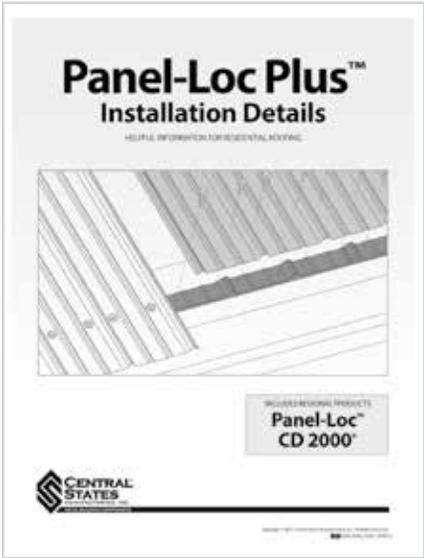
Single Sheet Flyer

**DESCRIPTION:**

Product data sheets present the technical detail of products along with testing or certifications data. If applicable, they show tiers of quality and explain the differences. This data should be used to see if the product meets the customer's specific needs.

# Installation Guides

Learn how to install the complex products.



**TARGET USER:**

D C E

CONTRACTOR

**SALES CYCLE:**

1 2 3 4

POST-SALES SUPPORT

**FORMAT:**

Multi-page Booklet

**DESCRIPTION:**

We offer several installation guides that show common ways to install Panel-Loc Plus™, Horizon-Loc™, Central-Loc®, Central Seam Plus®, Central Snap® and Central Span™. These guides give you delivery, handling, and installation instructions to make sure your project is successful. Some guides are only available in an electronic format on our website under the resources/literature tab.

# Horizon-Loc Installation DVD

Great visual tool to learn Horizon-Loc.



**TARGET USER:**

D C E

CONTRACTOR

**SALES CYCLE:**

1 2 3 4

POST-SALES SUPPORT

**FORMAT:**

DVD

**DESCRIPTION:**

Our installation DVD will help you visually understand many of the basic condition details needed to install Horizon-Loc. This resource can also be found on our website and YouTube.

# Color Charts

Used to select a color for a project.



**TARGET USER:**



END USER

**SALES CYCLE:**



CLOSING THE SALE

**FORMAT:**

Single Sheet Flyer

**DESCRIPTION:**

Choosing the perfect color is often the most difficult part of the sales process. Our color charts are designed with oversized paint samples positioned around the edge to make color matching and selecting a color easier. The backside of the color chart may have information that will enable you to upsell to better, more profitable products.

# Color Matching Tools

Used when an exact color match is required on the project.



**TARGET USER:**



DISTRIBUTOR / CONTRACTOR

**SALES CYCLE:**



CLOSING THE SALE

**FORMAT:**

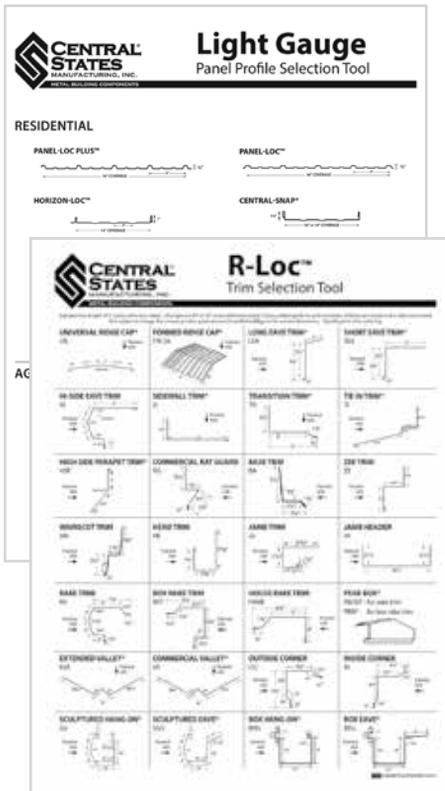
3"x2" Metal Fan Deck

**DESCRIPTION:**

You may need to match our paint color to an existing metal panel, brick, or painted surface. To help you accomplish this, we have created a color matching tool. The colors in our fan decks have been field verified for accuracy and represent the same paint you will find on our metal panels. On the backside you will find the panel profiles available in each color.

# Trim and Panel Selection Tools

Show available panels by category and popular trims by panel type.



**TARGET USER:**



CONTRACTOR / END USER

**SALES CYCLE:**



CLOSING THE SALE

**FORMAT:**

Single Sheet Flyer

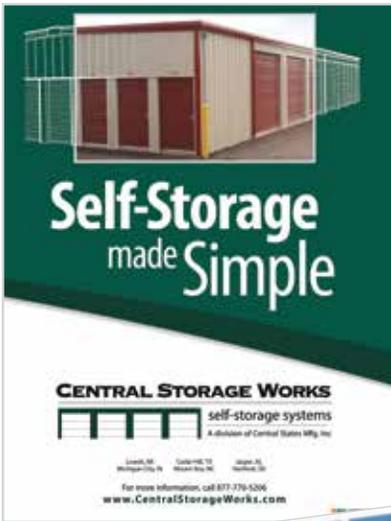
**DESCRIPTION:**

Use these two tools as a visual reference of panel profiles and their available trims. The trim selection tool can help you explain the importance of a certain piece of trim to an end user or to make sure that no trim piece is forgotten.

The complete set of trim can be found in the corresponding product guides.

# Central Storage Works Brochure

A handout to explain our  
mini-storage packages.



**TARGET USER:**



ALL USERS

**SALES CYCLE:**



INTRODUCTION

**FORMAT:**

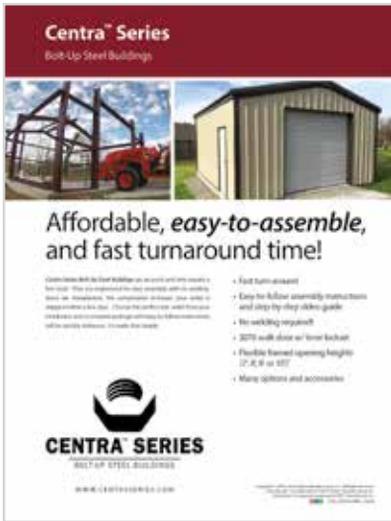
11"x17" Brochure

**DESCRIPTION:**

The Central Storage Works brochure explains our mini-storage packages to someone who is interested in self-storage. It provides information on sizes, benefits, and how to get an exact quote for your project.

# Centra™ Series Flyer

A single sheet that will give you all the details you need to sell a bolt-up steel building.



## TARGET USER:



ALL USERS

## SALES CYCLE:



INTRODUCTION

## FORMAT:

Single Sheet Flyer

## DESCRIPTION:

The Centra Series flyer contains all the information you need to sell a Centra Series building. We've included the sizes and available options, plus what is included in a standard package. It also lists design criteria which is important to those needing wind or snow loads.





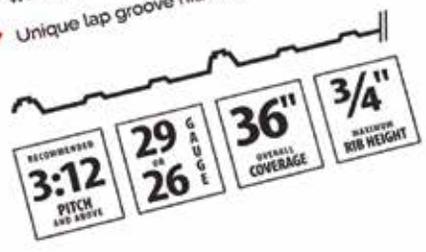


PANEL-LOC PLUS

# Superior durability with an attractive appearance.

Panel-Loc Plus™ gives residential, agricultural, and light commercial projects the protection of steel with an attractive appearance. It features an extra striation on top of the rib to give it superior durability and protection against leaking. Panel-Loc Plus™ is available in 3 qualities: Thrifty, Prime and Ultra.

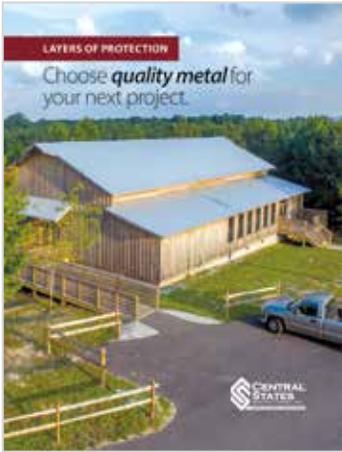
- ✓ Employs a drain channel that minimizes leaks from wind, rain, and snow.
- ✓ Wide fastening surface for easy application.
- ✓ Unique lap groove hides the overlap, giving a smooth, clean appearance.



# Education

# Layers of Protection Brochure

Our most popular upselling tool.



**TARGET USER:**



CONTRACTOR / END USER

**SALES CYCLE:**



CLOSING THE SALE

**FORMAT:**

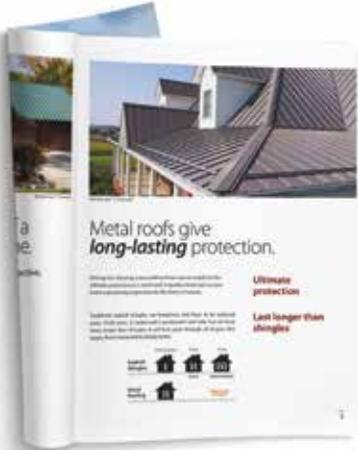
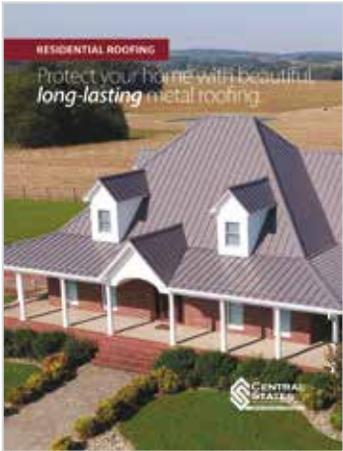
Multi-page Booklet

**DESCRIPTION:**

Our Layers of Protection brochure is one of our most popular marketing tools. This brochure explains how metal differs between manufacturers and why its important to be educated about paint, gauge, substrate, warranty, and product consistency. It also introduces CentralGuard and has an upselling chart to walk a customer through the differences between our Standard, Prime, and Ultra panel models.

# Residential Roofing Brochure

Helps guide a homeowner to choose metal roofing over other materials.



**TARGET USER:**

D C E

END USER

**SALES CYCLE:**

1 2 3 4

INTRODUCTION

**FORMAT:**

Multi-page Booklet

**DESCRIPTION:**

The Residential Roofing brochure shows a homeowner that metal roofs give long-lasting protection, are beautiful, and can save them money. This brochure also helps them choose the perfect profile based on their budget, and concerns such as fade protection or dent resistance.

It also contains project photos of residential homes to help a homeowner visualize which profile they want.

# Website

The best place to learn about everything we offer and download any marketing resource.



**TARGET USER:**



ALL USERS

**SALES CYCLE:**



UNCOVERING NEEDS

**FORMAT:**

Online

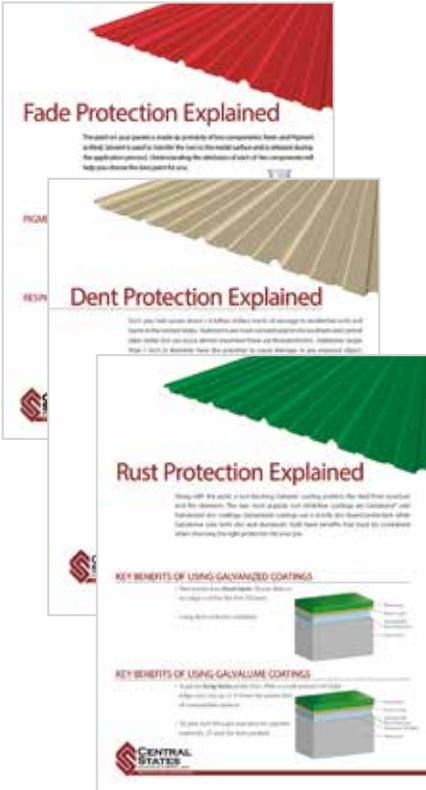
**DESCRIPTION:**

*Centralstatesmfg.com* is the source for complete information about our products, testing, certifications, and more. Plus, you can login to Centrallink from the home page.

You can also send end users to *allmetalnotequal.com*, which is an unbiased look at different metal roofing product specs to assist in making an informed decision when buying metal panels.

# Fade, Dent, and Rust Flyers

Explain the technical benefits of our metal in an unbiased way.



**TARGET USER:**



ALL USERS

**SALES CYCLE:**



UNCOVERING NEEDS

**FORMAT:**

Single Sheet Flyer

**DESCRIPTION:**

We have created three unbiased education flyers that explain how the elements affect metal panels. The Fade flyer shows how paint formulas relate to fading and chalking. The Dent flyer describes how steel thickness and hardness relates to the steel's resistance to denting. The Rust flyer explains the differences between galvanized and Galvalume® coatings. These flyers are critical in educating customers about how metal from other suppliers can appear the same, but perform differently.



# Cool Metal Roofing Flyer

Easy-to-understand explanation of common energy terms.



## TARGET USER:

D C E

END USER

## SALES CYCLE:

1 2 3 4

INTRODUCTION

## FORMAT:

Single Sheet Flyer

## DESCRIPTION:

The Cool Metal Roofing flyer is a great educational piece. It explains the energy benefits of metal and reviews common terms.

# Telephone Answering Pad

A note pad designed to help you sell over the phone.

The form is titled "Telephone Answering Pad" and contains the following text and layout:

**What type of job are you working on?**  
Different quality material will deliver different results.

**How long do you want your project to last?**  
Find quality and durability based on budget and objectives.

**Are you concerned about hail?**  
Steel, Aluminum and Copper are increasing factors in deterioration.

**Do you have a color or a profile in mind?**

Project: \_\_\_\_\_

Date: \_\_\_\_\_

The main body of the form is a large grid for handwritten notes.

**CENTRAL STATES**  
Manufacturing

©2014. Never share outside the walls of our company.  
• Do not write on the grid. Write on the lines.  
• Do not write on the grid. Write on the lines.  
• Do not write on the grid. Write on the lines.  
• Do not write on the grid. Write on the lines.  
• Do not write on the grid. Write on the lines.

**TARGET USER:**



DISTRIBUTOR

**SALES CYCLE:**



UNCOVERING NEEDS

**FORMAT:**

Note pad

**DESCRIPTION:**

The telephone answering pad is designed to help steer the phone conversation away from “what is your price.” It provides questions to ask a caller, as well as prompts and selling points. It is a must-have for everyone who takes phone calls about metal pricing.

# Warranties

Provides long-term confidence in the product.



**TARGET USER:**

D C E

END USER

**SALES CYCLE:**

1 2 3 4

POST-SALE SUPPORT

**FORMAT:**

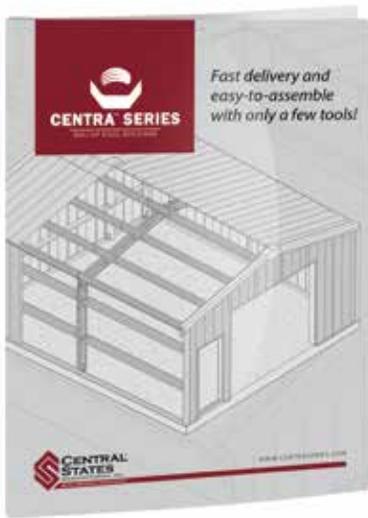
Warranty Certificate

**DESCRIPTION:**

Warranties give end users long-term confidence in the product you have installed. They can be used to educate and explain what is covered. There is a place for the homeowner to fill in their information and save it for their records. It is important to hand these out post-sale, as other competitors offer warranties, but rarely hand them out.

# Centra™ Series Sales Folder

Shows a distributor or contractor  
how to sell a Centra Series building.



## TARGET USER:



DISTRIBUTOR / CONTRACTOR

## SALES CYCLE:



INTRODUCTION

## FORMAT:

Pocket Folder

## DESCRIPTION:

Our Centra Series sales folder includes three staggered sheet flyers. These flyers provide you with an overview of our Centra Series sales tools, tips for selling, general product information, and frequently asked questions.









**Services**

# CentralLink Online Roofing Quote

The best tool for giving quick quotes to walk-ins looking for metal roofing.



## TARGET USER:



DISTRIBUTOR / CONTRACTOR

## SALES CYCLE:



UNCOVERING NEEDS

## FORMAT:

Online / Mobile App

## DESCRIPTION:

CentralLink's online roofing quote is easily accessed 24/7. Estimate roofs and provide pricing for people looking to upgrade from shingles. The quotes are based on your pricing to customers, the product they need, and the complexity of the roof. You can apply markups through your CentralLink account. It is also available to contractors through their distributors with markups applied.

Online roof quote available at  
[mycentrallink.com](http://mycentrallink.com)

# TopView Roof Detailing Service

Provides a service  
your competitors do not have.



#### TARGET USER:



DISTRIBUTOR / CONTRACTOR

#### SALES CYCLE:



UNCOVERING NEEDS

#### FORMAT:

Single Sheet Flyer

#### DESCRIPTION:

Our TopView roof detailing service is a premium benefit of being a Central States customer. Our expert staff will take your roofing measurements and provide you a detailed report that includes take-offs and material estimates for your project.

Submit or check the status of your TopView requests anytime at [mycentrallink.com](http://mycentrallink.com)

# Color Visualizer

Helps an end user see what metal roofing and siding would look like on their project.



**TARGET USER:**



DISTRIBUTOR / CONTRACTOR

**SALES CYCLE:**



UNCOVERING NEEDS

**FORMAT:**

Online / Mobile App

**DESCRIPTION:**

Our color visualizer allows anyone to quickly test different color combinations as well as panel profiles on projects. You can upload building photos or work with our sample projects. Homeowners can easily upload photos of their own home to see how metal roofing would look on it.

Color Visualizer available at [centralstatesmfg.com/color-visualizer/](http://centralstatesmfg.com/color-visualizer/)

# Training Presentations

Presentations for your team or contractors.



**TARGET USER:**



DISTRIBUTOR / CONTRACTOR

**SALES CYCLE:**



UNCOVERING NEEDS

**FORMAT:**

Microsoft Powerpoint or PDF

**DESCRIPTION:**

We have developed several training programs that can be presented using Powerpoint or a printed PDF. These training presentations are intended to be used by your staff to train other employees, or by your sales team to train contractors and building owners.



Ask for our premium quality  
**Metal Roofing**  
Siding, Trim & Accessories

...ms and  
...ct a success!  
...ited for any construction need. We have  
...nd the quality you deserve to make it last.  
...n advanced system engineered by Central  
...ver 520 quality checks to insure you receive  
...tes® brand metal.

- Panel-Loc Plus™  
Traditional roof and wall panel
- R-Lox™  
Commercial

# Panel-Loc Plus™

Premium Quality Roof and Wall Panel



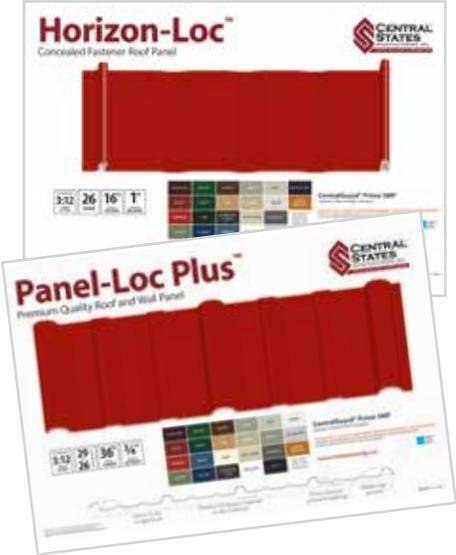
**METAL  
ROOFING**  
SOLD HERE  
CENTRAL  
STATES

RECOMMENDED  
**3:12**  
PITCH  
AND  
**20**

## Merchandising

# Profile Panel Boards

Use these panel boards to show and explain a specific profile.



**TARGET USER:**

**D C E**

DISTRIBUTOR

**SALES CYCLE:**

**1 2 3 4**

CLOSING THE SALE

**FORMAT:**

24"x16" Sign With Metal Panels

**DESCRIPTION:**

Profile panel boards feature one metal panel of a specific profile, its specs, and range of available colors. By providing individual boards, you can be flexible and display the products you want to offer. Although it does show the range of colors offered, it is not designed to choose a color from. Color charts should always be used to make decisions about color.

# Counter Mats

Visual sales tool for customers at the counter.



**TARGET USER:**

**D C E**

DISTRIBUTOR

**SALES CYCLE:**

**1 2 3 4**

INTRODUCTION

**FORMAT:**

16"x20" Counter Mat

**DESCRIPTION:**

Our counter mat is designed to promote metal roofing at your POS. It contains drawings of each profile with suggested use. It also has a diagram of a home with popular trims called out. This diagram is handy to show an end user where different trim pieces are used and why.

# Window Sticker

Make sure everyone knows you sell metal.



**TARGET USER:**

**D** **C** **E**

DISTRIBUTOR

**SALES CYCLE:**

**1** **2** **3** **4**

INTRODUCTION

**FORMAT:**

3" Round Sticker

**DESCRIPTION:**

Promote that you sell quality Central States metal roofing, by placing this window sticker on your door or window.

# Dealer Banner

Let roadside traffic know you sell metal.



**TARGET USER:**

**D** **C** **E**

DISTRIBUTOR

**SALES CYCLE:**

**1** **2** **3** **4**

INTRODUCTION

**FORMAT:**

3'x8' Vinyl Banner

**DESCRIPTION:**

Most homeowners do not know where to purchase metal roofing and siding. Installing this dealer banner on your fence will promote awareness that you sell these products.

# Ordering Information

If you would like any of the marketing resources listed in this guide, please contact your sales person. Your sales person can also provide specific training on how to integrate each piece into your business.

Marketing materials are also available for download on our website:

**[centralstatesmfg.com](http://centralstatesmfg.com)**

# Feedback

We appreciate any feedback you have. If there are specific marketing resources you have identified, and would like us to stock, please send us an e-mail so we can evaluate the item.

**[marketing@centralstatesmfg.com](mailto:marketing@centralstatesmfg.com)**





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 PLAYBOOK\_180201.1