

Why Should your Roofing Company Get Sales Training in 2021?



drive
GROWTH.

increase
REVENUE.

create
PROFIT.

intro

INTRODUCTION

The start of a new year is the perfect time to refresh your business sales and marketing strategies with dedicated training – that works. Accelerate your business goals in 2021 with the Owens Corning Business Accelerator program that connects you with leading industry experts who will give you the proven playbook on how to win more business. Now is the time to focus on customer service, operational excellence and sales programs to grow revenue, profitability and efficiency.

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Join Now



**BUSINESS
ACCELERATOR**

ROOFERS®
= COFFEE SHOP =

The Owens Corning Business Accelerator program, available on RoofersCoffeeShop®, connects Platinum Preferred Contractors with experts like Rodney Webb for one-of-kind sales trainings and advice that position your business for maximum success. As the number one sales trainer in the home improvement industry, Rodney serves as a sales coach, adviser and speaker focused on helping professionals transform their level of sales results and ultimately increase profits. With this proven training, your sales team will quickly master strategies to strengthen lead generation, increase close rates, enhance the customer experience and grow your business.



increase
**CLOSE
RATES**

enhance the
**CUSTOMER
EXPERIENCE**

grow your
BUSINESS

meet

RODNEY WEBB

Residing in Atlanta, GA, Rodney Webb is a renowned author, publisher, international keynote speaker and leading sales trainer in multiple arenas. He has made record-breaking strides from his humble start as a telemarketer turned business owner, forging his way to his most current and coveted title as the number one sales trainer in the home improvement industry.

The 25-year plus sales veteran is affectionately known throughout the industry as “The 91% Guy” due to his impressive ninety-one percent closing rate. More than a third of the top Replacement 100 corporations have worked with Rodney Webb and he is the leading sales coach and adviser to Owens Corning. Rodney’s training seminars are infamous for providing real-life scenarios, contagious motivation and escalating the bottom line for major corporations and individual sales professionals alike.

He uses research coupled with industry knowledge to pack major muscle into his successful Buy-Limbic Sales Training System. This material is conveyed both in live sales training seminars and within the over 320 courses on his online eLearning resource, the Rodney Webb University (RWU) and on Owens Corning University (OCU). These courses are designed to equip sales professionals with a repeatable selling “system” designed to transform closing levels to an incredibly high level that ultimately increases profits.



Rodney who was originally a salesperson, started two home improvement businesses that were incredibly successful. Owens Corning saw the brilliance of Webb’s sales models and worked with him to bring his training to Owens Corning contractors.

Today, Rodney Webb is one of the most sought-after trainers in the home improvement industry. His extraordinary closing rate as a sales professional continues to differentiate his training programs and online sales training. Owens Corning training attendees continue to report an immediate and sustained double-digit increase in their closing rates.



contractor **SUCCESS STORIES**

Don't just take our word for it. Platinum Contractors Kelly Roofing, Couto Construction and Ridge Valley exteriors are three examples of OCCN members who have enjoyed substantial, sustainable growth after working with Rodney. Each of these contractors credit Rodney with helping their teams optimize the customer experience to close more deals and exceed sales goals.

rodney's **ADVICE FOR CONTRACTORS**

Partnering with Owens Corning

“I have been proudly working with Owens Corning for more than 14 years. This long-standing relationship reflects our shared values on helping contractors advance their business sales and marketing practices to become the very best in the business. When they put in the hard work to be better it always results in a win-win-win scenario; the customer, the company and the salesperson all win. To do a win-win-win you have to put in the work, which for salespeople is practice. If they follow the system and practice, it works.”

Post-COVID 19 sales practices

“I believe that the virtual sale is going to bring down pricing instead of encouraging the customer to choose the best value. However, by staying true to the system and getting in front of customers, my contractors have had one of their biggest years in 2020. They continue with our practice sessions three days a week and are seeing success. We bring contractors together so they can practice what they learn about the sales process in front of 1000 of people every month which makes them great in front of homeowners.”



You can access The Rodney Webb University courses through Owens Corning University (OCU). The classes are infamous for providing real-life scenarios, contagious motivation and selling tools to transform results that ultimately increase profits. Here is a quick overview of the content:

sales 101
2 DAY COURSE

The Buy-Limbic Sales System, a dynamic and revolutionary selling process developed by Rodney Webb, defines why consumers buy rather than what they buy. It taps into the limbic system of the brain where emotional decisions and feelings reside. The Buy-Limbic Sales System has embraced and created the sales philosophy and concepts based upon Rodney's 10 Step Selling System.

sales 201
3 DAY COURSE

Following Sales 101 (a prerequisite) you can now participate in a more in-depth course that will really push your company by diving deeper into the 10-step in-home selling process as well as learning more on how to close the sale. This training session is available to salespeople, managers, owners and office personnel.

opportunity knocks
2 DAY COURSE

Gain a thorough understanding on how to create and control leads. This 2-day session will explore canvassing and telemarketing techniques in addition to how to set "2 legged" appointments. The class will also provide insight on working home shows and making successful confirmations to your target audience.

business leadership
2 DAY COURSE

Building a world-class business always starts at the top. This class is specifically designed for owners and managers who want to succeed and grow in a competitive environment. A two-day class with fresh new content will take you on an in-depth journey of working on your business instead of in it.

hire-train-maintain
2 DAY COURSE

Gain knowledge on establishing your staffing needs, recruiting the right candidates, providing effective training and managing your employees for continual improvement and long-term success. Additionally, gain tips on managing your business in difficult times.

closing deals
1 DAY COURSE

Spend the day learning how you can use the new innovative Buy Limbic Sales System to close your deals to exceed your sales goals. The Buy-Limbic Sales System introduces a dynamic and revolutionary selling process. It taps into the limbic system of the brain where emotional decisions and feelings reside to understand how to influence customer buying decisions. The result? You close more sales, and fast.

join
NOW

Now is the time to join the Owens Corning Roofing Contractor Network and start taking advantage of exclusive training resources. For more information, visit [XXX](#).

