



Simon Lee: The Picture of Conklin Success

Ask Conklin Master Contractor and Regional Director Simon Lee, and he'll tell you that a picture is worth much more than a thousand words; it could, in fact, be worth a roofing job! In his short time with Conklin, Simon seems to have found one significant key to closing the sale—and it depends less on the sprayer and more on the camera.

"I carry a photo album of roofs we've applied to every presentation," he says. "If you can show the building owner a picture of a roof you've applied—especially if it's the roof of a business down the street—it's easier to convince them to hire you for the job."

Why Pictures Work

"One of a building owner's primary concerns is how long the roof is going to last, and the other is whether or not it's energy-efficient," says Simon. "You can talk someone's ear off about how Conklin roofs last for decades and significantly reduce energy costs," he continues, "but the best way to tell them is to show them."

How? Simon focuses on the details. "In addition to before and after photos, I take pictures of curbs, parapet walls, protrusions—any features of the roof that make it more

complicated. Because anybody can waterproof a roof in the middle, but the leaks occur in the details. So being able to show the building owner how we handle these elements is crucial."

In addition to photos, Simon brings along a demonstration kit (see link below) as another way to show building owners the superiority of Conklin roofing systems—a strategy he learned from his manager, Regional Director Andrew Yutzy. "I usually do a penny demonstration, to show the effectiveness of Rust-Off®, and bring along a foam sample as well. We also post our job photos on Facebook, so that anyone who finds us there can get a clear picture of why Conklin is the superior choice."

<http://www.conklin.com/evasion/DEMONSTRATIONS.pdf>

Upcoming Events

Roof Systems Training

Sept. 14-15, 2011, Kansas City, MO — <http://tinyurl.com/conklin211>

Oct. 24-25, 2011, Kansas City, MO — <http://tinyurl.com/conklin212>

Flexion Training

Oct. 26, 2011, Kansas City, MO — <http://tinyurl.com/conklin261>

Through a New Lens

Promoting the Vision

In fact, it's that focus on painting a clear picture about Conklin that has contributed to Simon's success. In the July issue of the Building Products Newsletter, we told you about Simon's cousin Sam Hostetler, who found success with Conklin, thanks in part to Simon's perfectly-timed phone call. Simon called Sam from the Master Contractor Destinations trip; meanwhile, Sam was on a roof in the freezing cold. What better way to paint a picture of how Conklin can change a life?

"It took a little while for me to get that picture," recalls Simon. He'd been introduced to Conklin a couple of years previous, but, he says, "I only wanted to apply roofs—I didn't realize the kind of opportunity I had in my hands at that time." He was drawn to Conklin, by the ease of application, and the fact that Conklin warranties are not pro-rated. "But when I earned the Master Contractor title for the first time, I started talking to people about Conklin, and haven't stopped.

"And really, it's as simple as telling your own story," he concludes. "For example, I tell people that Conklin has enabled me to take a mission trip to South America every winter—and my business continues to grow in my absence! In addition, I'm currently looking for new diesel truck, and thanks to my Conklin business, I have enough money in the bank to pay cash for it; that wouldn't have been possible just a few years ago! Word has gotten out about my success with Conklin, and now people come to me to find out more about the opportunity."

Picturing a Better Life

And sharing the opportunity with others is one of the best parts about the business for Simon. "I can talk to someone who's struggling, and show them an opportunity to start living their dream," he says. "That's a phenomenal thing." But what really sets Conklin apart from other direct sales companies, as far as he's concerned, is that it goes beyond just the opportunity to achieve financial success. "Conklin has unmatched longevity in the commercial roofing business, and offers high-quality roofing products that I'm proud to stand behind. Not only that," he continues, "Conklin offers a whole range of products that offer a great return on investment, even outside of the roofing division. And finally, Conklin offers a community of business owners who are ready to help you succeed." For Simon, those three elements make up—you guessed it—the "complete picture" of what makes Conklin a life-changing opportunity.



Conklin owners Charles W. and Judy Herbster (left and right) recognize Simon (middle) as a Master Contractor

Conklin Business Seminar + Roof Systems Training = Big Savings!

Did you know that you can double your product discount when you attend Conklin Business Seminar and Roof Systems Training together? Contractors who purchase the Premier Contractor Training package, receive credits for two valuable training sessions: Conklin Business Seminar and Roof Systems Training. Now we're offering contractors the opportunity to earn an additional 3% discount on Conklin building products when they attend both of these trainings—that's a total savings of 6%*! We've arranged our training schedule to offer our contractors as many opportunities as possible to attend both trainings in a single trip** to Kansas City!

There are two more opportunities in 2011 to earn the double discount in a single trip:

Conklin Business Seminar	Roof Systems Training
October 20-22, 2011	October 24-25, 2011
November 13-15, 2011	November 16-17, 2011

Don't miss out—or let your prospects miss out—on the chance to receive a double discount!

*Additional 3% discount remains in effect until contractor becomes a Team Leader, Sales Manager, or Master Contractor.

**It is not necessary to attend both sessions in a single trip; however, Conklin Business Seminar must be attended before Roof Systems Training to earn the discount.

Don't Miss Flexion Training!

Don't miss your chance to attend Flexion training on Wednesday, October 26! You'll get specialized knowledge in Single Ply Membrane systems that will keep you competitive in today's marketplace. This program will be led by Paul Yurcich, Director of the Tower Roofing Division of Canadian General Tower, the company that manufactures Flexion. Conklin Senior Vice President Lamar Eby and Building Product Specialist Tom Gravenstreter will cover the complete Flexion application process and savvy strategies to market this superior single-ply system. This training immediately follows our two-day Roof Systems Training on October 24-25, so take advantage of the opportunity to register for both right now by clicking on the link below.

Flexion Training

Oct. 26, 2011, Kansas City, MO — <http://tinyurl.com/conklin261>

BP Specialist Tip:

WAC II™ Usage

WAC II is Conklin's powerful, industrial-strength cleaner formulated specifically to clean and prepare weathered acrylic roof coatings and approved single-ply membranes for restoration. It promotes optimal adhesion of Conklin coatings by providing a clean, residue-free finish. It should not, however, be used on surfaces other than approved commercial roofing systems, as it will etch glass. If you have questions about the usage of WAC II, please consult the WAC II specification sheet, available for download from the Documents Library at Conklin Central, or contact a member of our Building Products team.



Product Specialist
Tom Gravenstreter



Tips from the Pros

The Right Balance to Build a Good Team

Master Contractor and Director Stan Volkman on mentoring:

"I make it a real point to let new contractors on my team know that they're going to have support. I attend Roof Systems Training with them, I help them bid, and I offer support through their first few jobs. However, I find that the best approach is to step them through these processes, instead of doing the work for them; it reinforces the idea that while fantastic success is possible with Conklin, it will require work and dedication on their part. The combination of my support and encouragement with each new contractor's own ambition and perseverance is what has allowed me to build a strong team."

Roof Systems Training Discount Renewal Options

Just a reminder that the mail-in audit option to renew the Roof Systems Training discount is now offered only as a Master Contractor benefit. For all other Conklin contractors, registration and attendance at an upcoming Roof Systems Training is required to maintain the discount.

Net 30 Helps You Get the Job Going

Net 30 is Conklin's credit program that allows eligible Independent Business Owners to purchase Conklin products on credit. Independent Business Owners who have significant purchases are eligible to use the program, which can help with large Building Products orders so that you can get the job started before the first payment is received from the customer. Once your credit application is approved, you can place your order as usual, and inform the Sales Center that your method of payment is the credit program. Product must be shipped within 30 days of the order date. Invoices are

generated at the time of shipment, and payment to Conklin of the entire invoice amount is required within 30 days from the invoice date. To find out more about the Net 30 program, contact Conklin Finance Specialist Tony Charczenko at 952-496-4214 or Tony.Charczenko@conklin.com. To download a Conklin Credit Application, click the link below. Please be sure to fill out the application completely, and allow 5-10 business days for processing and approval.

http://www.conklin.com/files/pdf/BOM3005_008_1209_Net30CreditApp.pdf

Hot on the Web:

New Roof Systems Training Sell Sheet

In response to requests from the field, we've made it a little bit easier to encourage prospects to attend Roof Systems Training! Our newly-created Roof Systems Training sell sheet does part of the work for you, by helping to promote the benefits of this valuable training and listing upcoming training sessions. We've already begun including this promotional piece in our Welcome Kits; however, an editable version of the sell sheet is also available for download on Conklin Central so that you can distribute them to your prospects. Conklin's training programs are a big part of what sets this company apart from other direct sales companies—and that's something worth promoting! So click on the link below to access Roof Systems Training sell sheets today, and let your prospects know the value of attending!

http://www.conklin.com/files/pdf/CO5003_007_0511_SellSheetRST2.pdf



Changes in Spray Foam Pricing

Due to changes in the Spray Polyurethane Foam market, all pricing and discount levels have been changed as of August 1, 2011. please contact your Building Products Specialist for quotes on foam kits for your job.

Our goal is to offer you the best pricing available for each specific job based on volume of SPF and coatings required.

Discontinuation of 158 Wall Foam

Also, please note that 158 Wall Foam will no longer be available after our current inventory runs out. We will continue to stock the preferred 178 Wall Foam for all of your interior work.

Please contact a Building Products Specialist with further questions.

New Voices

"I've been in the construction business for three decades, and tried a variety of other roofing products over the years, but Conklin was a new experience for me in a couple of ways: first, the Conklin Company backs up their products with an unmatched warranty program; second, no other manufacturer I've worked with has offered the extensive product training that Conklin does. Those two things are real confidence-boosters for Conklin contractors, whether they're new to the roofing industry or seasoned veterans."

Terry Hemp, Cherokee Village, AR

Master Contractor Applications Now Available Online

The Master Contractor qualifying period comes to a close on August 31, 2011. Applications must be received by September 14, 2011.

Click below to download application form.

http://www.conklin.com/files/pdf/RS0820_007_0811_Flyer_MCApplicationForm2011edit.pdf

Guidelines for season-end purchase requirements for the 2010/2011 Master Contractor Title are as follows:

Volume for the Master Contractor Title is a minimum of \$105,000 in personally purchased building products. Foam/boardstock purchases may account for up to 25 percent of the total volume with a maximum of \$26,250.

For orders to qualify, they must be paid for and shipped by August 31, 2011. (Net 30 orders must be approved and shipped by August 31, 2011.)

Please place qualifying orders by Aug 24 to minimize any last minute rushes or trucking challenges.

Click below for a list of the guidelines and program requirements.

http://www.conklin.com/files/pdf/MT14001_005_0910_MCGeneralRules.pdf

If you have any questions, please contact a member of the Building Products team. And good luck!