

SPEED UP CUSTOMER DECISION-MAKING



PROBLEM

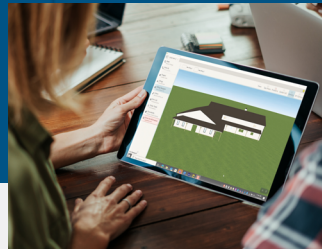
Problem: Customer decision-making and uncertainty during the proposal process can delay getting a deal closed.

Best Practice: Make it easier for customers to decide on design and details — and on whether to work with you.

Solution: Give customers clear options that exceed their desires and expectations, and impress them with the quality of building materials.



BEST PRACTICE



SOLUTION



BOTTOM LINE

Time-Saver Highlight: The Wick Way

- Inspiring, fully customizable building [styles and designs](#), with with changes made in real time
- Highest-quality, time-tested and durable building materials
- Tons of exciting, high-tech [paint color and coating options](#)
- Energy efficient doors, windows and insulation choices
- The ability to listen and respond quickly to your customer's ideas

Bottom Line: When you respond to your customer's needs and wants in real time with options they'll love and quality they deserve, they're much more likely to stay engaged with you, make timely decisions — and sign on the dotted line.