

# Selling From the INSIDE Out

By Scott O'Neill

**D**uring a tough economy, we can run ads and offer discounts to stimulate sales. Sometimes, however, one great customer story can be an effective sales tool that touches the emotions and endures for a long time.

Here is such a story. But this time, the story is mostly about the *inside* of the garage.

When Richard V. called us asking for "the perfect garage door," we weren't sure what he meant. Then he described his amazing garage, which is more like a museum with relics of Americana staged everywhere.

We usually think of the garage door as something that must enhance and complement the exterior of the home. That applies to Richard, too, but in this case, he especially wanted a clean, non-disruptive look for his picturesque garage interior.

## An Americana Museum

Having grown up during the 1950s, Richard acquired a special fondness for collectible items of that era. His first acquired item was a mechanical stop sign from the 1950s. He wired it up so that it would function with a garage door opener as a lighted parking aid.

A school bus was another of his early finds, which he turned into a tool shed embedded in a wall. Of course, it still has functioning, blinking lights in synchronous patterns like the real thing.

From a lifetime of collecting, he has amassed several crossing signs (functioning!) and about 50 glass globes from old-time gas pumps. Everything is authentic and original and demonstrates his sense of pride in American-made products.

## Finding the Right Door

After examining his unique situation, we recommended a high-end insulated sandwich steel garage door with a finished interior. The door, a Raynor Affina, features white powder-coated tracks and a black spring assembly that create very little visual distraction from the well-established theme of our client's garage.

The door doesn't command attention, which is just what he wants. The all-white interior blends in perfectly with his finished white walls and ceiling. Plus, the Affina's clean, bright surface dramatically lightened the garage's interior. While offering excellent performance, the door also allows all his nostalgic treasures to take center stage.

## Matching the House to the Door

The exterior of the door also had to be right, but in this case, it was more about color than style. Richard was ready to

paint his house exterior in a clay color, but he hadn't selected the exact shade.

Once he saw the ClayTone color swatch for the Affina, he decided to match his home's exterior exactly to the door color. In the end, the door was perfect, both inside and out.

## A Story That Sells

Richard says he just loves his new garage door. He's graciously allowed us to tell his story, with photos, on our Web site.

His story tells our prospective customers that we care about each client's unique needs. It also demonstrates that paying attention to garage door detail can enhance your entire home and the things that are important to you.

Most of all, we hope that Richard's story helps customers realize that a garage door is more than "just a garage door." It's a way to improve your living environment and increase pride in your home. ■

*Scott O'Neill has been in the garage door business since 1986 and a sales manager since 1992 at Madden Door, Martinez, Calif.*

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