



SPEAK UP

Welcome to the 3rd Edition of the InstallationMasters™ Tool Belt Newsletter. We created the newsletter to keep you informed on what is going on with the InstallationMasters™ Installer Certification Program; however we want to hear from you. We want to know what you like about the program, and what can be done to make the program better. What kind of information do you want us to include in this newsletter? Send your comments to Ben Myers at bmyers@archtest.com.



USE YOUR INSTALLATIONMASTERS™ CERTIFICATION TO IMPROVE YOUR SALES

Let's face it, it rough out there. There are a lot of companies offering windows installed at amazingly low prices making it difficult to compete. It's easy to tell your customers about your product's features, but are you telling them about your certified installer status? Here are some suggestions that might help to promote your services over your competitors:

- Show them your identification badge and tell them to look you up on the website (installationmastersusa.com). Your competitor could tell the customer that they are certified too, but you have proof. We regularly hear about installers who claim to be certified, but potential customers do not know to look for the identification badge. Educate your customers.
- Tell your customers that your competitor may claim to have a "green product", but if it is not installed properly it could leak air and water, and may not insulate properly. That will not help with their heating bills, and may cause damage to the structure.
- Non-certified installers may disappear from the area after the installation is complete. Let your customers know that they can locate you through the InstallationMasters™ website, even if you move your location.



Architectural Testing

Attention All Installers:

Has your information changed?

Please keep us updated of any changes to your home address, company name or e-mail.

Please email updates to:
lsullivan@archtest.com
kyetter@archtest.com
Or
717-764-7700

InstallationMasters™
130 Derry Court
York, Pennsylvania
17406

INSTALLATIONMASTERS™ COURSE MATERIAL ON NATIONAL GLASS ASSOCIATIONS WEBSITE

Earlier this year, the National Glass Association posted class material from the InstallationMasters™ course on their website (www.myglassclass.com). The material is broken into segments, so if you need to review certain segments of the course, check out their website. If you know somebody who wants to know about specific segments of the course or they would like to use an online self-study program, tell them about the NGA website.

Recertification Reminder

Don't let your certification lapse! If you are within six months of your certification expiration date, please contact Karen Yetter or Leanne Sullivan at kyetter@archtest.com, lsullivan@archtest.com, or you may contact our office at (717) 764-7700.