



STRONGWELL® Selling Point

SPOTLIGHT ON...

Online Product Training Introduced!

Strongwell is excited to offer Online Product Training to its managers, distributors, representatives and other sellers of Strongwell's products. The goal of the online training is to efficiently and adequately equip sales people with the knowledge of how to best sell Strongwell's products to customers.

The Online Product Training is segmented into multiple training modules. These modules are designed to educate the trainee with specific product knowledge, comparisons to competitive materials, sales tips, markets where the products have been sold successfully and how to utilize Strongwell's support. Strongwell has launched the training tool with a module focused on the EXTREN® fiberglass structural shape product line. A fiberglass grating module is slated for completion by the end of the year.

Each training module presentation is delivered by a broadband internet connection.

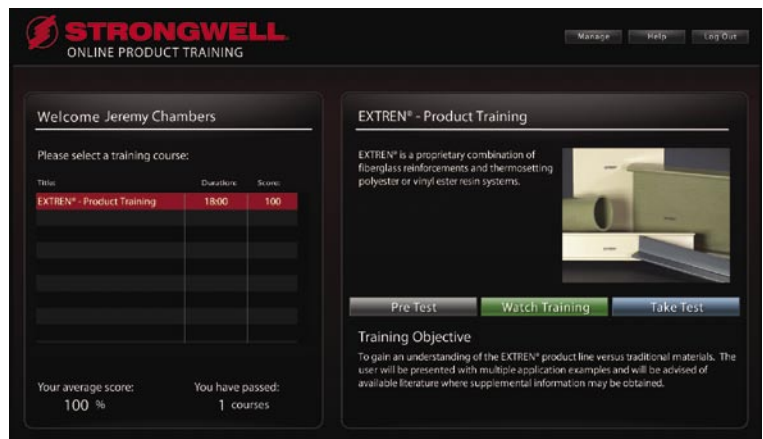
The engaging video is streamed directly to the sellers screen with no wait for a download. Trainees control the pace of the presentation with an easy to use video player interface. Additional information

and relevant hyperlinks are also displayed within the presentation.

Each module is then followed by a test to measure product knowledge. Also included is an optional pretest. Sellers are encouraged to take the pretest in order to review questions that will be asked in the final test. The pretest also serves to track the effectiveness of the training. A final test measures the knowledge retention of the training. Trainees that do not score higher than 80% are required to retake the test. The scores are automatically sent to the user's training manager.

Strongwell designed the training tool to allow selling partners the independent control of training sellers. A partner may add their own training users to the system and then monitor the progress of those trainees.

To find out how your organization may gain access to Strongwell's Online Product Training, please contact your company's manager or your Strongwell Regional Sales Manager.

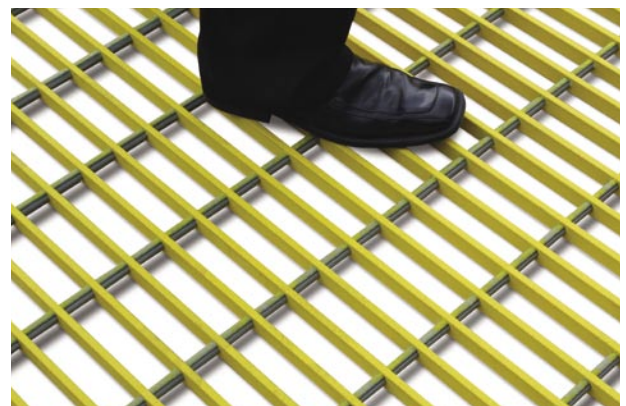


NEW PRODUCT NEWS

DURAGRID® R-8300 Ideal for Cooling Tower Applications

Strongwell has specially designed a new DURAGRID® R-8300 1" fiberglass grating for use in environments such as cooling towers where maximizing air flow is important. The smooth rectangular bar construction yields 83% open space allowing excellent airflow while still providing 60 lbs. per square foot load capacity on a 36" loading span.

DURAGRID® R-8300 grating can be safely used for maintenance walkways and access platforms. The bearing bars are produced with a synthetic surfacing veil to enhance corrosion resistance and to help protect the bar from



particles in the air passing through the grating. DURAGRID® R-8300 is produced in a safety yellow color to provide good visibility.

For more information visit the product literature section of Strongwell's website, www.strongwell.com.

Ideas and
Information For
Strongwell's
Sales Team

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SALES TIPS

Ten Laws of Sales Success

This issue: Laws 9-10 (courtesy of www.entrepreneur.com)

A recent poll conducted proved that the ethics and honesty of salesmen are questionable, but it's not just car salespeople who have a bad reputation—it seems to be all salespeople. It doesn't have to be that way, though. Learn these ten laws* of Sales Success, and customers will think differently about the selling process:

Law #9: Ask if there are any barriers to taking the next logical step.

After having gone through the first eight steps, you should have a good understanding of your prospect's needs in relation to your product or service. Knowing this, and having established a mutual feeling of trust and rapport, you're now ready to bridge the gap between your prospect's needs and what it is you're offering. You're now ready for:

Law #10: Invite your prospect to take action.

This principle obliterates the need for any "closing techniques" because the ball is placed on the prospect's court. A sales close keeps the ball in your court and all the focus on you, the salesperson. But you don't want the focus on you. You don't want the prospect to be reminded that he or she is dealing with a "salesperson." You're not a salesperson, you're a human being offering a particular product or service. And if you can get your prospect to understand that, you're well on your way to becoming an outstanding salesperson.

*Previous issue: Laws 7-8.

LITERATURE UPDATE

New Literature Available!

Several new pieces of literature are now available from Strongwell. These pieces include:

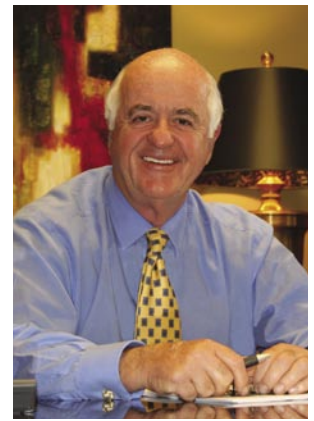
- A **new** DURAGRID® R-8300 flyer
- A **new** HS Armor Flyer
- Seven **new** Application Profiles:
 - #568: Architectural Balcony Trim, California
 - #569: FRP Bridge Deck, Virginia
 - #831: Fiberglass Walkway, Minnesota
 - #832: Platforms for Chemical Storage, Ohio
 - #1006: FRP Platforms for Train Station, United Kingdom
 - #1201: Fiberglass Scaffolding, New Jersey
 - #1202: Secondary Containment for Substation, Colorado

To request copies of the new literature, please email the Strongwell Media Center at mediacenter@strongwell.com or call (276) 645-8094. You may also access PDFs of the literature (except for Application Profiles) in the literature section at www.strongwell.com.

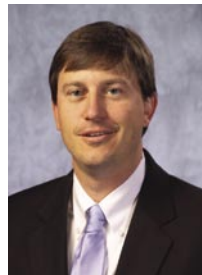
NEWSMAKERS

John Tickle Elected ACMA President

John Tickle, President of Strongwell, has taken office as President of ACMA (American Composites Manufacturers Association). John succeeded Bill Kreysler, President of Kreysler & Associates. John's goals are to find positive solutions that will encourage growth for the composite industry. The ACMA has over 1,000 global members and is the largest trade association serving the composites industry in the world. Recently, CM (Composite Manufacturing) magazine interviewed John Tickle. A link to this illuminating article can be found online at www.strongwell.com.



WHO'S WHO...at Strongwell



Strongwell is pleased to announce the appointment of **Cliff Wyatt** as Regional Sales Manager for Region E. Cliff's territory consists of Kentucky, Alabama, Tennessee, Arkansas, Mississippi and the panhandle of Florida. He is a graduate of Samford University in Birmingham, Alabama and holds a BS degree in Business Administration. Cliff comes to Strongwell from Castle Entries, Inc., a manufacturer of high-end wrought iron doors and windows.



Strongwell's Customer Service Department welcomes **Ronda Holt** as an Account Specialist. If Rhonda looks familiar to you, it may be because she previously worked for Strongwell from 1993-1999 as a Senior Customer Service Representative. Ronda holds a Bachelor's Degree in Communications from Radford University.



Te-kai Shu recently assumed the responsibilities of Media Center Administrator for Strongwell's Bristol Division. Te-kai is a graduate from Emory & Henry College where he earned a Bachelor of Science degree in Political Science. Te-kai's obligations include product literature distribution, literature inventory and processing leads.



FYI

Our Application Profiles have successfully outgrown their naming convention. You may have noticed two new profiles with 1200 series numbers. Both profiles are COMPOSOLITE® applications. The 1200 range will continue to include all future COMPOSOLITE® application profiles.

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