

**3M** Science.  
Applied to Life.™



## Scotchgard™ Protector Sales Training Program

Get the tools and training to help your customers have a beautiful roof

**Dark algae streaks are the number one appearance-related problem reported to roofing contractors.**

There is good news for contractors and homeowners. 3M scientists have developed a product to resist the growth of algae that appear as black streaks. Now, you also have access to a training program designed to provide you with the knowledge and tools necessary to sell the premium shingles and help grow your business.

## ► Solution

High quality shingles featuring **Scotchgard™ Protector** use special 3M copper-containing roofing granules to help defend against algae growth that causes the unsightly black streaks. Shingles with Scotchgard Protector help maintain the roof's appearance and preserve the beauty of your clients' homes, for up to 20 years. It's typically less expensive to prevent algae growth from the outset, than to treat with repeated cleanings over the life of a roof.

Shingles featuring Scotchgard Protector include:

- **A minimum 10 percent blend of copper-containing granules, incorporated uniformly across the shingle surface.** 3M science shows that a minimum 10 percent blend helps ensure effective copper ion coverage, helping to keep those black streaks off your roof in a variety of climates.
- **Uniform distribution of copper-containing granules required on the shingle, the hip and ridge.** Algae can get established if there are gaps in copper ion coverage. Combining the 10 percent blend of copper granules with uniform distribution are essential in reducing the possibility of copper ion coverage gaps.
- **Third-party laboratory testing.** Every run of quality shingles featuring Scotchgard Protector is tested by a third party laboratory, thereby helping to ensure a minimum 10 percent blend of copper granules uniformly distributed across all shingles featuring Scotchgard Protector.
- **A brand you can trust.** You trust 3M science and technology, and homeowners trust the Scotchgard Protector name.

3M developed its Scotchgard Protector Sales Training Program to equip you with the tools necessary to sell shingles with Scotchgard Protector. The flexible and comprehensive, yet concise, training program provides you with everything you need to know about the product, including access to supporting sales materials.

"The credentials build confidence with the buyer," said one respondent. "The training provides the language to discuss algae and the means to control it with authority."

Contractors found the Scotchgard Protector Sales Training certificate of completion acts as an additional sales tool.

*"I appreciate the opportunity to be able to offer such a good product that allows me to stand out from the competition."*

*"I have sold only this product since watching and learning. It has superior quality compared to other brands."*

*"Thank you for the support and an avenue to set me apart with knowledge and tools to impress my potential customer."*

*"This is a great product for the consumer and the roofing contractor."*

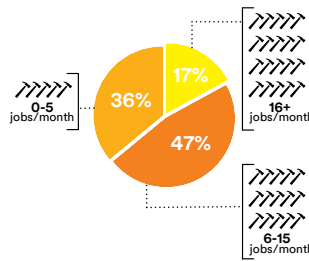
*"Thanks for helping the industry become better."*



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**3 segments of contractors were surveyed** after sales training



**Close rates grew 10-20%** on average, in all market segments



**> 2/3 reported improved close rate growth** after sales training



Others responded it was too early to tell, or they were already achieving success with shingles featuring Scotchgard Protector

**Scotchgard**  
PROTECTOR 3M

SHINGLE SALES SPECIALIST



**3 out of 4** contractors that pursued Scotchgard Protector Sales Designation wanted to gain additional product knowledge

## ► Results

Set your sights on future business growth by presenting a quality shingle system with Scotchgard Protector to your valued homeowner clients. By pointing out features and benefits that distinguish you from your competition, the Scotchgard Protector Sales Training Program teaches you the best ways to gain the homeowner's trust and demonstrate the distinct advantages of the Scotchgard Protector product.

In early 2017, 3M surveyed more than 45 contractors and distributors who participated in the training program, to gather information about their experiences and results.

Positive findings indicate the sales training program improves sales growth and increases contractors' confidence in their Scotchgard sales pitch. More than two-thirds of survey respondents report an increase in their close rates after completing the sales training. Participants from all size companies report post-training close rate growth of 10-20 percent or more, per month.

Technical information and sales tools are especially useful in helping to close sales. The technical explanation of the 3M copper-containing granules, plus the homeowner sales video and sales sheet rank high among the most helpful training materials and are most commonly used with new clients.

The Scotchgard Protector Sales Training Program offers contractors and distributors the insight and means to grow their businesses.

**Contact your preferred manufacturer** of shingles featuring Scotchgard Protector to register to participate in the sales training program. Visit [www.3M.com/resistblackstreaks](http://www.3M.com/resistblackstreaks) to learn more.