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HOW TO CLOSE A TREX® & LOWE'S DEAL

Guiding customers to the Trex decision that's right for them has never been easier. Use this interactive presentation to unpack:

WHY CHOOSE TREX

Because the homeowner likely has limited knowledge at this stage, start by positioning Trex as the go-to composite decking board—and establish why it outdecks wood.

WHY WORK WITH LOWE'S

After selling the customer on Trex, illustrate all the reasons they should complete their deck project with Lowe's.

TREX EDUCATION - SLIDES 1-5

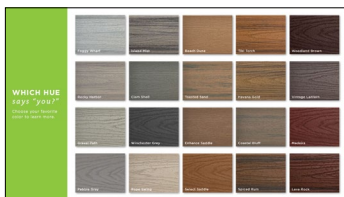
Give the homeowner a high-level overview of Trex decking. Proof points and a Trex-versus-wood flow chart further explain how Trex provides the "look of wood without all the worry."

DECK PLANS - SLIDE 7

If familiar with the homeowner's outdoor space, speak to the appropriate deck plan (see presentation bullets). If not, discuss how they envision utilizing the space. Grid paper is a simple way to visualize ideas.

COLORS - SLIDE 8

Foggy Wharf, Clam Shell, Toasted Sand and Saddle are just a handful of decking colors Trex offers. Homeowners can special order their preferred color at the ProServices Desk.

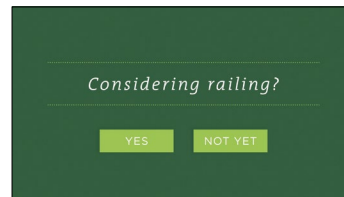


HOTLINK ALERT

Click any swatch to redirect to that color's corresponding decking collection.

RAILING INTRODUCTION - SLIDE 16

Ask the homeowner if they are ready to learn about railing. Respond accordingly.

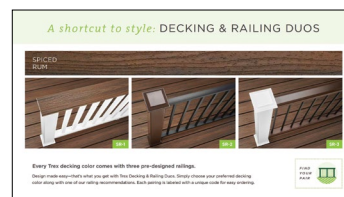


HOTLINK ALERT

Click "yes" to redirect to Decking & Railing Duos. Click "not yet" to skip ahead to the "add the extras" chapter, where you can discuss final touches such as furniture and lighting.

DECKING & RAILING DUOS - SLIDE 17

Every decking color comes with three pre-designed railing looks, along with a complete materials list and a **unique code for easy ordering**. Use Spiced Rum as an example.



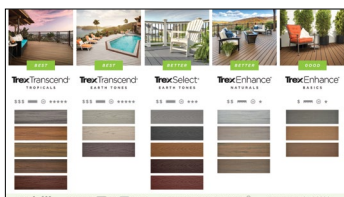
HOTLINK ALERT

Click "find your pair" to redirect to Duos in the appendix; then click a swatch to redirect to that color's Duos options (SLIDES 26-33).

DECKING PORTFOLIO - SLIDES 10-15

Review our full line of decking to determine which collection best suits the homeowner's priorities. Guide those driven by aesthetics to Trex Transcend® and those driven by cost to Trex Enhance®.

However, always look for an appropriate opportunity to upsell. Use the comparison chart to help any uncertain homeowner.



HOTLINK ALERT

Click any image to redirect to that collection's slide.

RAILING PORTFOLIO - SLIDES 18-19

Review our full line of railing to determine which collection best suits the homeowner's priorities. Guide homeowners with a flexible budget and modern aesthetic to Signature®. Sell Transcend® to those hoping to customize every detail. Recommend Select® or the in-store option Enhance® to anyone who requires railing to meet safety codes. Use the comparison chart to help any uncertain homeowner.



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EXTRAS – SLIDES 20-22

Upsell finishing touches.



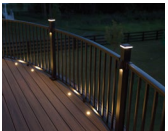
Trex Hideaway® Hidden Fastening System

Use to space boards with perfect consistency and create a smooth, screw-free surface.



Trex® Fascia

Available in all decking colors as well as Universal White, fascia gives a clean, polished look to stairs and sides of a deck.



Trex® Outdoor Lighting™

Easily integrate lights into any deck design for energy-efficient ambiance and easier wayfinding.



Trex® Gates

Compatible with all Trex railing, Trex aluminum gates offer exceptional strength, installation flexibility and even ADA-compliant options.



Trex® Outdoor Furniture™

Low-maintenance, stylish seating and dining collections are built to endure the elements.



Trex® RainEscape® and Trex® Protect™

This drainage system not only protects the deck substructure from moisture, but also creates a dry space below a second-story deck.

HOTLINKS

are included on slides 8, 15-17 & 26

OTHER MATERIALS TO KEEP HANDY

Trex Selling Kit

Features samples of all decking lines as well as Signature and Transcend railing.

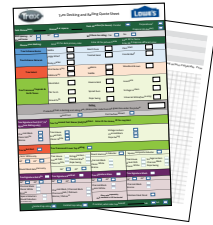


Trex Decking & Railing Catalog

Provides additional product descriptions and beauty images for our full line.

Trex Quote Sheet & Grid Paper

Can be used to visualize deck plans and estimate materials needed.

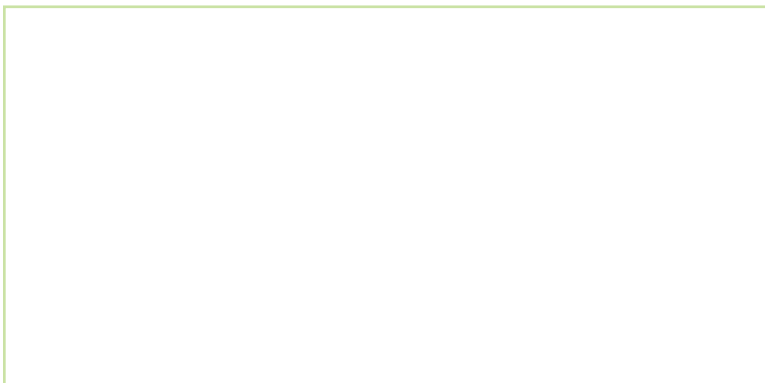


Trex Deck Starter Tool

An alternative tool for estimating project costs, accessible to homeowners online.

LOWE'S PSE SERVICES – SLIDES 23-24

Summarize how Lowe's can bring the project to life.



POSSIBLE QUESTIONS FOR HOMEOWNERS

- 1 Will you use an existing substructure or build a new one?
- 2 Will there be more than one level?
- 3 Will there be multiple exits and entrances?
- 4 Do you want room for a grill or dining area?
- 5 How will you light your deck?
- 6 Will you need railing or stairs?
- 7 Do you mind visible screws?
- 8 Do you want built-in seating?