



Tips on selling Granite switch plates.

Here are a few tips on selling as compiled from various customers around the country. If you have some tips or experiences you would like to share let me know. -Jeff

Granique™ plates

When presenting a customer with options your first offer should always be for the Granique™ plates. Take out your color swatch ring and show them the different colors. Help them choose the color that most resembles their stone. Then show them the sample board, which shows the similarity in the two plates. It is actually hard to tell which is natural stone and which is Granique™.

Advantages to the Granique™ Switchplates.

- 32 standard colors as of today and we will be adding more colors in the future.
- We can make a custom color to match their stone with a small setup fee.
- Lead time approx. 2 weeks and by the end of the year should be down to a few days.
- Undercut is already built in to back of the plate.
- Colors will be consistent, unlike natural stone, which varies from slab to slab

Disadvantages to the Granique™ Switchplates.

- Some colors are closer than others. The specialized photographic process cannot always duplicate nature; therefore there will be certain colors which may not be an exact match. For example the Blue Pearl is barely acceptable but the Butterfly Green is very close match.

Natural Granite plates

There are only a few reasons to get natural stone plates. First, if it is not represented by one of our current standard colors. Second, if the Granique™ match we have is not close enough and they want an exact match. Third, if their granite is unique or has a specific grain pattern or “movement”. Finally, if they absolutely insist on the “real thing”.

Why Not Suggest the Natural Granite plates First?

If you suggest to a customer the natural stone plates first, they may be a little taken back by the price. So when you then suggest the less expensive Granique™ plates the customer feels they are getting something that is inferior. This casts a negative spin on the product because now the customer cannot afford “the good one” and will have to settle for 2nd best. By suggesting to the customer the Granique™ plates first, it sets in the customers mind that this is the acceptable standard. They can upgrade if they want to the premium, or “real stone” if they must.

They will expect to pay more for that and shouldn't have a problem with the additional expense.

It all seems rather silly but the human psyche works in mysterious ways.

Add-ons to new installations will be the easiest sell. When people are spending \$5,000 -\$10,000 on countertops, a few hundred dollars on plates is no big deal in the grand scheme of things. Selling plates as an add on to an existing installation, when they have been living with those ugly white plates for a period of time, is much harder to get the customer to part with his money.

Build the cost of the stone plates into the price of the job, it won't add much relative to the entire cost, but it does put the finishing touches on the job. This gives you an advantage over your competition especially if you get much of your new customers from word of mouth and referrals. People by their very nature love to brag. If their backsplash included matching plates you bet they will tell all their friends.