

communicate your distinction



“Knowing and Counteracting Negative Media with Your Customers”

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“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

- *Maya Angelou (Author, Civil Rights Activist & Poet)*

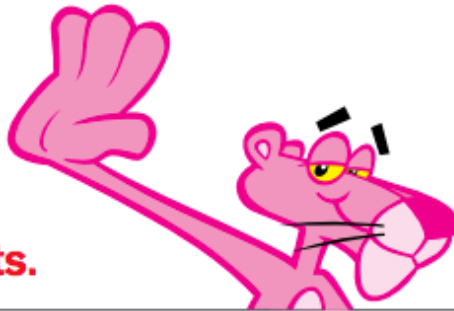


CHALLENGES TO THE INDUSTRY

Anti-Spray Foam Marketing

STOP!

Before you
consider SPF,
consider the facts.



-
- SPF is manufactured on site and its performance is **highly dependent on properly trained installers.**
 - SPF creates the **potential for moisture buildup**, a common cause of wood-based building failures.
 - SPF **cannot provide a complete air-sealing solution** and does not seal the top or bottom plate.
 - SPF **lengthens the build cycle** due to increased health risks for other trades during installation.
 - SPF **costs more to install** with no performance increase over other air-sealing and insulation systems.

Class Action Lawsuits



Potential Product Regulations



California Department of
Toxic Substances Control

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SAFER
CONSUMER
PRODUCTS (SCP)



SAFER CONSUMER PRODUCTS

- SCP Home
- News & Press Releases
- SCP Program Overview
- Candidate Chemicals
- Priority Products
- Priority Product Work Plan

➔ Spray Polyurethane Foam Systems Containing Unreacted Methylene Diphenyl Diisocyanates

Wet or "uncured" spray polyurethane foam (SPF) materials containing unreacted methylene diphenyl diisocyanates (MDI) have been proposed as an Initial Priority Product. These products are used for home and building insulation, weatherizing and sealing, and roofing.

Exposure to MDI has been shown to cause occupational asthma. Asthma is common among workers in the polyurethane industry. Do-it-yourselfers are also at risk when using these products without appropriate personal protection. Users of SPF may become more sensitive to MDI after just one or two exposures to the unreacted materials.

Negative Press



Chemicals in spray polyurethane foam: How can something so toxic be considered green?

SCIENTIFIC AMERICAN

Better Home Insulation Needed to Ward Off Chemical Exposure

Alternatives to methylene diphenyl diisocyanate are more expensive but perhaps safer for your lungs and more

February 20, 2015

THE SACRAMENTO BEE

Another View: Foam insulation doesn't get a free pass from safety law

BY MEREDITH WILLIAMS



CBCnews.ca

Spray foam insulation can make some homes unlivable

Touted as green option, spray foam insulation can lead to off-gassing and health problems

By Megan Griffith-Greene, CBC News Posted: Oct 25, 2013 5:00 AM ET



Action 9 investigates hidden dangers in some homes

Nov. 15, 2012

CONSUMER AFFAIRS

Consumer News

Consumer Resources

Homeowners claim spray-in insulation "remains toxic"

Pennsylvania couple's lawsuit claims SPF insulation is carcinogenic

07/15/2013 | ConsumerAffairs | Class actions

What the Naysayers are Saying

- Spray Foam is Toxic and Unsafe
- Spray Foam is a Major Cause of Asthma
- Spray Foam is the Next Chinese Drywall
- Spray Foam is Not as Effective as Alternatives
- Spray Foam is Too Expensive
- Spray Foam Use Will Be Banned



The SPFA is Working on Your Behalf

- Addressing Public Attacks on Spray Foam Industry
- Positive Public Relations Campaign in Place
- Growing the Professional Certification Program
- Developing Marketing Materials for Member Use

What the SPFA can't do, however, is address your customer's concerns about SPF.

Materials Available for Use

- “Benefits of SPF in Insulation Applications” by Rick Duncan, PhD, PE – *Construction Specifier* (two-part article)
- “A Key Player: SPF and the Net-Zero Energy Movement” by Rick Duncan, PhD, PE – *Professional Roofing* (Cover Story)
- “Spray Polyurethane Foam Answers Call for ZNE” by Rick Duncan, PhD, PE – *Merchant Magazine & Building Products Digest*
- “Spray Polyurethane Foam: A Key Component to Any Net Zero Solution” by Rick Duncan, PhD, PE – *Roofing Magazine*
- “Spray Foam Key Aspect of Constructing Net-Zero Buildings” – *Structural Building Components Magazine*
- “Achieving the Highest Performing Walls & Attics” by Rick Duncan, PhD, PE – *Architectural Roofing & Waterproofing/Walls & Ceilings Architect*
- “Spray Polyurethane Foam Has Structure-Strengthening and Energy Efficiency Capabilities” by Rick Duncan, PhD, PE – *Roofing Magazine*
- “Proper Installation of Spray Foam: Optimizing Efficacy and Energy Efficiency of SPF in Roofing Applications” by Rick Duncan, PhD, PE – *Roofing Contractor*
- “Installing Spray Foam: Optimizing Performance in Spray Foam” by Rick Duncan, PhD, PE – *Walls & Ceilings*
- Professional Certification Program Marketing Guide
- www.SprayFoam.org - SPFA Industry Website
- www.WhySprayFoam.org - American Chemistry Council Industry Website
- Fact vs. Fiction Marketing Piece – *In development now*

YOUR CUSTOMERS

How is Negative Media Affecting Your Business?

- Reduced Trust Among Customers?
- Public Attacks to Your Business?
- Lost Contracts?

How are you dealing with these challenges?

Let's Talk About Your Customers

- Whether dealing with an individual or a big business, remember....

It will always be a person making the decision to work with you, or not.

- People may look quite different, but...

We are all quite similar.

Demystifying the Customer

Your customer, like you:

- Wants to live a long, healthy life
- Wants to make a contribution to the world
- Wants a secure livelihood
- Is seeking love and appreciation

No matter how different we look, we are all motivated by the same base desires. Thus, it should be easier than you may think to put yourself in your customer's shoes, understand where he/she is coming from and assuage his/her fears and concerns about using spray foam.

How a Customer Makes a Decision

- Logic vs. Feelings

Both play a role, but feelings likely play a larger role than you think.

- Fear vs. Desire

Research shows that when we make a decision, it is based on one or the other.

Fear vs. Desire

What this looks like in the context of the spray foam industry:

A customer may choose spray foam because they desire the comfort and cost savings of a more energy efficient structure.

OR

A customer may choose against spray foam because they are fearful of potential toxicity and health effects.

ONLINE REPUTATION

The Power of the Internet

- Internet is Now Primary Source for ALL Information. This Includes Spray Foam.
- “Searchability” of Information Both a Positive *and* a Negative

The customer who told his seven close friends about a bad contractor experience in 1990 now has the ability to tell thousands (or more) via the Internet - instantly.

Review Your Reputation

- Google Your Company, Google Yourself
- Google the competition. How do you compare?
- Is what you find positive? Negative?
- Where is your website in the rankings?
- Are you active on social media?
- Online Reviews

Online Reviews

- Other than “recommendations from people I know”, customer opinions posted online have the most influence on purchasing decisions (Nielsen Media Research)
- Reviews may now be more influential than ads, branded websites and other media
- Because of the power of reviews, many are trying to “game the system” by planting positive reviews and/or review washing

Bad Review? What Should I Do?

- You might get defensive. Try not to.
- Read your negative review(s) once. Come back and read them again.
- Get to the heart of the issue.
- This is a positive. Your customer just told you what needs to be fixed.
- Respond to the review. Let your customer know they've been heard and what exactly you have done to improve your service.
- Encourage happy customers to share their experience via a review.

Bad Review? What NOT To Do.

- Authenticity is key.
- Don't post fake reviews.
- Don't participate in fraudulent practices such as review washing.

These are unethical practices and there is a growing movement against them. Also, savvy customers will see through these practices and your reputation will suffer further. You may even get slapped with a fine because regulators are starting to crack down.

Online Reputation Improvement

- Website low in rankings? Look at SEO/SEM solutions?
- Social Media issues? Improve your content & *engage*.
- Use tracking and analytics data to see what's working for you online and what isn't. Then *refine*.

Additional Ways to Strengthen Your Position with Customers

- Get certified!
- Survey current customers for strengths and weaknesses
- Promote your safety record
- Promote stand out projects
- Update and strengthen all of your marketing materials

ONE-ON-ONE CUSTOMER INTERACTION

One-on-One Customer Conversations

- Your customers are human.

They make decisions based on information provided and how they feel.

- Don't argue with them.

*That will make them defensive and unbendable.
Instead listen carefully and get to the heart of their concerns or desires.*

Dealing with Fearful Customer

- Make sure your customer's concerns are "heard"
- Dispel myths and misconceptions about spray foam
- Educate on the benefits of the product

Dealing with Desirous Customer

- Showcase the product benefits
- Communicate Spray Foam's unique value proposition
- Provide a solution that meets your customer's specific needs

Scenario #1

Customer says he doesn't want to use spray foam because it's unsafe.

DO: Dispel Fear.

Key Message: Spray foam is safe when installed correctly.

Steps:

- 1) Listen
- 2) Acknowledge and repeat back your customer's concern
- 3) Explain safe installation best practices
- 4) Showcase your safety record

Items to share: Your certification credentials; your company's safety record; positive customer testimonials; SPFA article depicting safe installation best practices (use to show how you'll achieve safety with customer's project)

Scenario #2

Customer says they like the performance of spray foam but think it's too expensive.

DO: Satisfy Customer Desire.

Key Message:

Steps:

- 1) Expand on the benefits of spray foam
- 2) Make a case as to why its simply the best solution. Explain how it outperforms competing products.
- 3) Emphasize long term cost savings
- 4) Share additional benefits the customer may not know about such as improved indoor air quality, structural strengthening

Items to share: Info on air quality; Info on long term energy savings; Info on structural strengthening abilities of spray foam

Scenario #3

Customer looking for best possible solution to seal the envelope and achieve high energy efficiency.

DO: Satisfy Customer Desire.

Key Message: SPF boasts extremely high insulation value and can outperform competing products.

Steps:

- 1) Explain spray foam's superb ability to air, moisture, and thermal seal the structure
- 2) Explain long term energy cost savings with use of SPF
- 3) Create a solution for your customer using spray foam

Items to share: Rick Duncan articles on the topic

Additional Tips for Influencing Customers

- Use customer's name when addressing him/her
- Customize the conversation
 - Specific project challenges and opportunities, climate zone considerations, etc.
- Showcase similar projects, showcase success, provide customer testimonials whenever you can!
- Follow up with additional educational and marketing materials
- Establish trust

Establishing Trust

- Do what you say.
- Be consistent.
- Be on time.
- Follow through on actions requested or promised.
- Deliver as expected.
- Keep your emotions under control.
- Be an advisor to your customer. Guide him/her through the process from start to finish.

“Trust is equal parts character and competence... you can look at any leadership failure, and it is always a failure of one or the other.”

- Stephen M.C. Covey, *The SPEED of Trust: The One Thing that Changes Everything*

Be an ***Advisor*** to your
customers