



CONTRACTOR PROGRAM

SALES TRAINING

Everything you need to know before your first session

CFR Metals offers hands-on sales training to help contractors close more standing seam jobs. Whether you are new to metal roofing or want to sharpen your pitch, this training gives you the product knowledge, talking points, and confidence to walk into any customer conversation ready to close.

LOCATION
Your Facility
or CFR Metals

FORMAT
In-Person
Group Session

COST
No Charge
to Contractors

WHO SHOULD ATTEND
Any contractor selling
or installing CFR products

WHAT'S INVOLVED

1

Sales Presentation

We walk through a full PowerPoint covering CFR's product line, standing seam benefits, and how to position metal roofing against the competition. Clear talking points you can use right away.

2

Q&A Session

Open floor for your questions -- common objections, pricing conversations, warranty details, installation questions. Nothing is off limits. Come ready to dig in.

3

Standing Seam Roof Demo

Hands-on time with a physical standing seam demo panel. See exactly how the system works and learn how to use it as a sales tool with your customers in the field.

WHAT YOU WALK AWAY WITH

A confident pitch

Know your product inside and out so you can answer any customer question on the spot.

Ready-made talking points

Leave with specific language that works -- how to position standing seam, handle cost concerns, and close the job.

Hands-on demo experience

You will get hands-on time with a real standing seam panel so you understand exactly how the system works and can speak to it confidently with customers.

Direct access to CFR support

After training, you have a direct line to our team for product questions, quotes, and job support.

A competitive edge

Contractors who know their product sell more. This training puts you ahead of competitors who are guessing.

READY TO SCHEDULE YOUR TRAINING?

Contact us to set up a session -- we come to you, or you can visit us in Malta, OH.



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Application & Intake Form

Complete this form so we can confirm your spot and tailor the session to your business. Our team will be in touch shortly.

1. CONTACT INFORMATION

Company / Business Name

Your Name

Phone

Email

Years in Roofing

Preferred Date(s) / Timeframe for Training

Preferred Time of Day

We will confirm whether that works for our team.

2. YOUR BUSINESS

What type of work do you primarily do? (check all that apply)

- ☐ Residential ☐ Light Commercial ☐ Both

How many standing seam jobs have you completed in the last 12 months?

- ☐ None yet ☐ 1 - 3 ☐ 4 - 10 ☐ 10+

Do you currently purchase standing seam from a supplier?

- ☐ Yes ☐ No

If yes — what best describes your situation?

- ☐ I already buy from CFR ☐ Looking to switch to CFR ☐ Want to add CFR alongside current supplier

3. YOUR GOALS FOR THIS TRAINING

What is your primary goal for attending? (pick one)

- ☐ Learn to sell standing seam to new customers
☐ Learn installation basics
☐ Get familiar with CFR's product line
☐ I have a specific job in mind
☐ Other:

Do you have any upcoming projects where standing seam could be a fit?

- ☐ Yes, I have a job in mind ☐ Not yet, but actively looking ☐ No — just exploring for now

What is your biggest challenge with standing seam right now? (check all that apply)

- ☐ Price objections from customers ☐ Don't know how to explain the benefits
☐ Unsure about installation ☐ Finding the right jobs for it
☐ Other: