






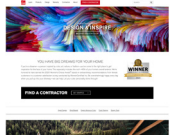




OWENS CORNING BUSINESS BUILDER GUIDE








BUSINESS BUILDING SOLUTIONS FOR OWENS CORNING ROOFING CONTRACTOR NETWORK MEMBERS

	Branded Videos	Business Accelerators	Choosing a Contractor Checklist	Contractor Apparel	Contractor Comparison Worksheet	Customized Homeowner Presentation	Design EyeQ®	Design & Inspire
	 <p>OC video content (product features/benefits, commercials) available to access on the OC Roofing YouTube channel.</p>	 <p>The Owens Corning Business Accelerator program connects you with leading industry experts (Rodney Webb, Anna Anderson, Sue Hawkes) who will give you the proven playbook on how to win more business.</p>	 <p>Homeowner resource on OwensCorning.com that offers "13 Questions to Ask When Hiring a Roofing Contractor" that reinforce value of the OCCN.</p>	 <p>Maintain a professional image with co-branded contractor and crew apparel.</p>	 <p>Ways to differentiate from the competition and position for success with Owens Corning products and resources.</p>	 <p>A mix of customizable and professionally designed co-branded digital presentation content that can be personalized to a contractor's business.</p>	 <p>Digital visualization software with high-resolution shingle swatches to help homeowners "try on" a new roof before making a purchase.</p>	 <p>OwensCorning.com expert design resources and tools for homeowners on shingle color pairings, inspiration style boards and more.</p>
GET MORE LEADS	★	★					★	★
CLOSE MORE SALES	★	★	★		★	★	★	★
BUILD BRAND & TRUST	★	★	★	★	★	★	★	
BUILD CAPABILITIES & REDUCE COST	★	★	★			★		
GET WORK DONE		★						
CONTRACTOR DEVELOPMENT		★						★
OCCN Member Level	PPC / PC	ALL	ALL	ALL	PPC / PC	PPC / PC	ALL	ALL
Details	View Flyer	View OCU	View Flyer	View Website	View PPC Flyer View PC Flyer	View Presentation	View Website View Flyer	View Website



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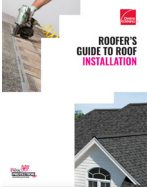
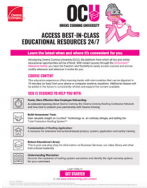





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	Digital & Social Media Marketing Guide  <p>Contractor resource to learn how to optimize digital and social media marketing resources to help get leads.</p>	Extended Warranties  <p>Gain an exclusive, competitive selling advantage with authorized ability to provide an extended limited warranty* to homeowners.</p>	Field Technical Specialists  <p>Available exclusively to Platinum and Preferred Contractors, this unique resources serves as a dedicated resources providing technical expertise and support.</p>	Large Bid Proposal  <p>This large job proposal book designed to help sell against the competition for larger jobs.</p>	Local Marketing Advantage (LMA)  <p>Self-service and full-service customized graphic design assistance on marketing collateral.</p>	No Contact Badge  <p>Enhance your marketing efforts to promote how your business is implementing "no-contact" services in keeping with COVID-19 social distancing recommendations.</p>	OCCraft  <p>Specialized hands-on training events that focus on product knowledge and application.</p>
GET MORE LEADS	★	★			★	★	
CLOSE MORE SALES		★		★	★		
BUILD BRAND & TRUST	★	★	★	★	★	★	
BUILD CAPABILITIES & REDUCE COST	★				★		★
GET WORK DONE			★	★			★
CONTRACTOR DEVELOPMENT			★				★
OCCN Member Level	ALL	PPC / PC	PPC/PC	PPC/PC	ALL	PPC / PC	PPC / PC
Details	View Guide	View Website	Learn More	View PC Proposal View PPC Proposal	View Flyer	View Flyer	View Flyer



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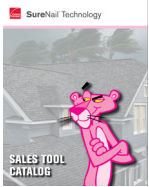




BUSINESS BUILDING SOLUTIONS FOR OWENS CORNING ROOFING CONTRACTOR NETWORK MEMBERS

	OC Roofers Guide  <p>Offers quality instructions and detailed procedures on roof application and product installations following the ARMA guidelines.</p>	OC University (OCU)  <p>Access best-in-class educational resources 24/7.</p>	Onboarding Check List  <p>Step-by-step checklist to fast track your company to help drive new lead generation, sell more roofs and grow your business.</p>	Power Hour On Demand Webinars  <p>Turn downtime into training time. Convenient on-demand webinars make it easy to learn anytime, anywhere.</p>	Program Certificates  <p>Professional designed certificates designating contractor as an Owens Corning Roofing Contractor Network member.</p>	Quality Assurance  <p>Initiatives that help deliver exceptional performance including consultations and inspections with the purchase of an extended limited warranty.</p>	Roof in a Backpack  <p>Customizable, professional system samples designed to sell the system during in-home meeting.</p>
GET MORE LEADS		★		★	★		
CLOSE MORE SALES		★		★	★	★	★
BUILD BRAND & TRUST		★	★	★	★	★	★
BUILD CAPABILITIES & REDUCE COST	★	★	★	★		★	★
GET WORK DONE	★	★	★	★			
CONTRACTOR DEVELOPMENT	★	★		★		★	★
OCCN Member Level	ALL	ALL	CR / PC	ALL	PPC / PC	PPC / PC	PPC / PC
Details	View Guide	View Flyer	View PC Flyer View CR Flyer	View Webinars	View Certificate	View PPC Flyer View PC Flyer	View Flyer



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	Smart Snacks	Social Media Playbook	SureNail® Selling Kit	TPRS® Flipbook	Ventilation Calculator	Virtual Sales Toolkit	Widget
	 <p>Short videos that deliver essential business building topics in just minutes - all for free.</p>	 <p>A play-by-play reference guide on the do's and don'ts to maximize social media.</p>	 <p>In-home selling tools to secure the sale and highlight features and benefits of SureNail® Technology.</p>	 <p>Detailed, accurate roofing measurements and aerial photography.</p>	 <p>Online 4-step ventilation calculator available on owenscorning.com.</p>	 <p>Owens Corning has assembled a suite of virtual tools that help rethink best practices in the business pipeline.</p>	 <p>From architectural shingle lines to inspirational style boards, we've made it easy for you to showcase Owens Corning Roofing products on your company website with our web widgets.</p>
GET MORE LEADS		★					
CLOSE MORE SALES	★		★	★	★	★	
BUILD BRAND & TRUST	★	★	★	★		★	★
BUILD CAPABILITIES & REDUCE COST		★	★		★		
GET WORK DONE	★				★	★	
CONTRACTOR DEVELOPMENT	★	★	★	★		★	★
OCCN Member Level	ALL	ALL	ALL	ALL	ALL	ALL	ALL
Details	View Smart Snacks	View Playbook	View Selling Kit	View Flipbook View App	View Website	View Sales Kit View Training Guide	View Flyer View Website