



“Leading The Industry...As One!”

The “*Prove It*” “How To” ... Guide For Success

GAF-ELK TM, use this guide to assure a successful plant tour!

<p>Who to invite?</p>	<p>Ask yourself...</p> <ul style="list-style-type: none"> ▪ Who will benefit the most from seeing the facilities...? ▪ What is the focus of their business...? <p>If Distributor...</p> <ul style="list-style-type: none"> ✓ Sales and management... ✓ Groups of non-competing distributors? <p>If Contractor...</p> <ul style="list-style-type: none"> ✓ Certified...or not? ✓ Residential? ✓ Volume? ✓ New Construction? <p>THINK about what is important to them and how this will affect their feelings about GAF-Elk</p> <p>THINK about what type of groups you can mix?</p> <p><u>THE IDEAL TOUR PARTICIPANT WILL BE ONE THAT WILL BE IN FRONT OF PROPERTY OWNERS!</u></p> <p>...this is one of the best tools to reduce anxieties and build trust among both contractors and distributors...</p> <p>You will more than likely not be able to fill up one event by yourself so; <u>you will need to work with your Regional and AVP to fill each event.</u></p>
<p>How Big?</p>	<p>To Optimize plant service time...we want to maximize these tours...</p> <p>Each time a tour is held, it should be an “EVENT”...</p> <p>Work with your distributors and your Regional Manager...and other TMs</p>

	<p>to coordinate these tours to have up to 40 individuals at once. (groups of 6 – 10 per tour leader, there will be as many as 4 tour leaders per event).</p> <p>KEYS FOR INVITES AND FILLING THE EVENT:</p> <ol style="list-style-type: none"> 1. Coordinate with your Regional Manager and fellow TMs. 2. Work with your KEY distributors. 3. Consider associations (contractor, homebuilder, lumber dealer).
<p>What are the best Days to schedule</p>	<p>First!!! Check with your service plant administrator to see what days they will typically schedule tours.</p> <p><i>If multiple TMs are filling an event, you will need to assign a lead TM to coordinate with the plant administrator.</i></p> <p><i>When you are working with the plant and a date and time is decided...e-mail CARE to make sure that it will be recorded as a CARE event, and can go on the CARE calendar klee@gaf.com</i></p> <p style="padding-left: 40px;">As a rule of thumb...typically Mondays and Fridays are difficult days for roofers to be out of the office.</p> <p><u><i>Your best bet will be a Tuesday, Wednesday, or Thursday.</i></u></p> <p>This event will take a good portion of the day (depending on your distance from the plant)...</p> <p>Make sure that you understand your audience:</p> <ul style="list-style-type: none"> ▪ Who they are ▪ When they will be most receptive ▪ How much time you will be able to get from them...
<p>What are the best times to schedule?</p>	<p>Again FIRST...check with your plant tour administrator.</p> <p>Consider your total time:</p> <ul style="list-style-type: none"> ✓ Travel time to the plant (times 2) ✓ Plant tours themselves can take from 1 – 2 hours. ✓ Factor in discussion time ✓ Are you are eating lunch at the facility (or on the bus) <p><i>When you and the plant decide on a date and time; <u>e-mail CARE to make sure that it will be recorded</u>, and can go on the CARE calendar CARE@gaf.com</i></p>

<p>Where can you download invitations?</p>	<p>Template invitations are available in the "Plant Tour File"</p> <p>All documents, order forms, and give-away materials are available in the CCZ home page under "Plant Tours"</p> <p>Enter:</p> <ol style="list-style-type: none"> 1. Your facility Location 2. Date and time 3. Group and customer name <p>These will be sent to you to distribute to your customers.</p>
<p>What information should I have ready for your tour guide / administrator?</p>	<p>Always confirm the Date and Time with your plant tour contact prior to announcing the date to your customers.</p> <p>Make sure that they know:</p> <ul style="list-style-type: none"> ▪ Your full itinerary (they can help you with this) ▪ The number of individuals expected ▪ The type of customer ▪ Any "hot" issues with the specific group
<p>What can I do to prepare my group?</p>	<p>Print out a copy of the "plant discussion points"</p> <ol style="list-style-type: none"> 1. Review the presentation that is in the "Plant Tour File". 2. Print out the pre-tour discussion points... <p>Call and confirm your group, one week and day before the trip.</p>
<p>Should I ask them to wear anything in particular?</p>	<p>YES!!!</p> <p>Long sleeve shirts... Closed toe shoes...</p> <p>Slacks or full length jeans are recommended for both men and women.</p> <p>Safety glasses and ear protection will be provided at the plant.</p>
<p>What about group travel?</p>	<p>The idea behind this event is that we have the entire group on a bus...bring them to the plant...prove to them why we are their <u>best and safest choice</u>, and that all of our products have the <u>quality they can trust</u>...all of the time creating a WOW effect.</p> <p>Ideally, you want all individuals on the tour to meet at a central location, load the bus and go. This will take careful planning with your fellow TMs</p>

and your REGIONAL MANAGER.

This will depend on:

1. Your Group Size (ideally we WANT this to be a bussed-in **event**).
2. The Distance from the plant (plant tours should be considered within a maximum of 3-4 hour drive distance from each facility).

If you do decide to arrange for group travel:

1. Get **approval** from your Regional Manger (he may want to include other TMs and contractor groups).
2. **Confirm** the number of people, date and time.
3. Obtain a **motor coach** (you will need this for a day or a half).

Start with www.busrates.com.

To search for bus lines in your area.

1. E-mail mark.greer@busrates.com to assure that the bus company is a recommended carrier
2. Schedule through the specific carrier

Be Sure to review:

- ✓ **Top 10 Things You Should Know Before Chartering a Bus**
- ✓ **Top 10 Questions You Should Ask Before Chartering a Bus**
- ✓ **Current National Average Bus Rates, August, 2007**

Other...items to consider...

- ✓ **Restroom...depends on the distance...**
- ✓ **If possible...have a DVD player especially for longer rides.**

You will pay for the transportation using your GAF-ELK American Express card and expense it under the following code:

21460 acct 709004

And What About Meals For The Trip?

Work with your plant tour contact / administrator on this.

If you are scheduling a morning tour, you will want to have:

- ✓ **Breakfast refreshments** brought in to the pre-tour meeting room

If the plant can not accommodate this...

- ✓ **Boxed breakfasts** ready to be eaten on the bus in route

	<p>to the plant.</p> <p>If you are scheduling a late <u>morning or early afternoon</u> tour, you will want to:</p> <ul style="list-style-type: none"> ✓ Schedule a lunch at the facility (this will give you and your customers a good opportunity to intermingle with some of the key plant personnel). <p>If the plant can not accommodate this...</p> <ul style="list-style-type: none"> ✓ Plan to have a boxed lunch available for the attendees either on the way to or from the manufacturing facility. <p>For all Meals associated with these tours...</p> <ol style="list-style-type: none"> 1. Coordinate with your plant administrator (you will likely need to give them your AMEX number so they can place the order to a local establishment). 2. Consider your customer tastes. 3. For boxed lunch selections there are several options, but it will depend on eating prior to, or after the tour. <p>You will pay for the meals with your GAF-Elk American Express card and expense it under the following code:</p> <p style="text-align: center;">21460 acct 709004</p>
<p>Anything Else To Make The Event More Special?</p>	<p>You will want to provide gifts to your customers as they leave the plant. To do this:</p> <ol style="list-style-type: none"> 1. Get approval from your Regional Manager 2. Place the order...on the CCZ in the Plant Tour File. <ol style="list-style-type: none"> a. A GAF-Elk hat b. A GAF-Elk portfolio c. Coupons for a free box of Rigid Vent II or Snow Country 3. Let us know where to send them...<u>(Ideally these should go to the plant to be distributed following the tour)</u> 4. You will coordinate the delivery of these with the Certified Contractor Program and the plant administrator. <p>You will pay for the items with your GAF-Elk American Express and expense it under the following code:</p> <p style="text-align: center;">21460 acct 709004</p>
<p>Assisting Plant Management With Certified Contractor</p>	<p><i>Each Plant Tour Worth 4 CEU's...</i></p> <ol style="list-style-type: none"> 1. Your contractors now must HAVE Continuing Education Units to maintain their certification.

<p>CARE CEU's...</p>	<p>2. Each tour is worth 4 CEU's to every Certified Contractor attendee.</p> <p>Steps to success:</p> <ol style="list-style-type: none"> 1. Make sure plant team has the CARE Plant Tour Certificate Roster file (they have been sent this file). 2. Come to the event with each of your contractors Certified Contractor's number, to help us register their points. 3. Assist plant management in filling out CARE Plant Tour Certificate Roster File. 4. Plant management will forward this onto CARE for registration. 5. CARE will forward certificates to attendees. 6. Call CARE with any questions: 866-671-CARE (2273).
<p>Who can help?</p>	<ol style="list-style-type: none"> 1. Your Plant Administrator – Coordinating your event with the plant, meals 2. Your Regional Manager – Scheduling & coordinating groups 3. Your Area Vice President – Scheduling & coordinating groups 4. The Certified Program Members <ul style="list-style-type: none"> → Lisa Nystrom 973-628-3560 –Give Always, Printed Material → Mark Lenzer 214-244-0660 –Concept / Strategy 5. CARE – Kirsten Lee – klee@gaf.com Scheduling