

Become a Window & Door Dealer

Expand Your Building Materials Business With Yaoxing Dealer Training & Business Starter Kit

- ✓ Factory Direct Supply
- ✓ OEM & ODM Support
- ✓ Technical Training
- ✓ Marketing Materials
- ✓ Project Assistance



Prepared by Foshan Yaoxing Aluminum Co., Ltd.

*Helping Building Material Dealers
Successfully Expand Into Window & Door Business*



About Yaoxing Aluminum

Company Overview

- Aluminum extrusion manufacturer based in Foshan, China
- OEM & ODM solutions
- Window & Door Systems
- Curtain Wall Systems
- Roller Shutter Systems
- Outdoor Aluminum Products
- CNC Fabrication Services

Why Work With Yaoxing

One-Stop Manufacturing

- Aluminum Extrusion
- Powder Coating
- Anodizing
- CNC Fabrication
- Assembly
- Packaging

Export Experience

- Southeast Asia
- Middle East
- Africa
- Europe

Support For Dealers

- Product Supply
- Technical Support
- Shop Drawings
- Marketing Materials
- Sales Training



How To Start Working With Yaoxing



Step 1
Select Target Products



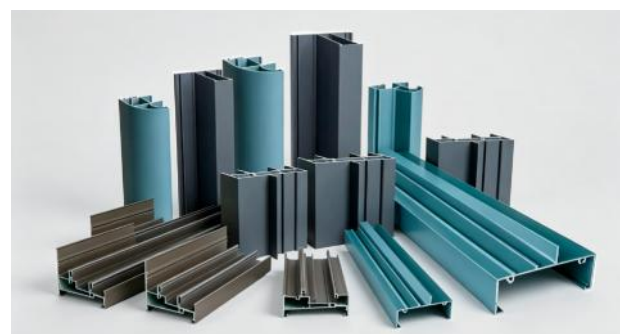
Step 2
Request Sample Quotation



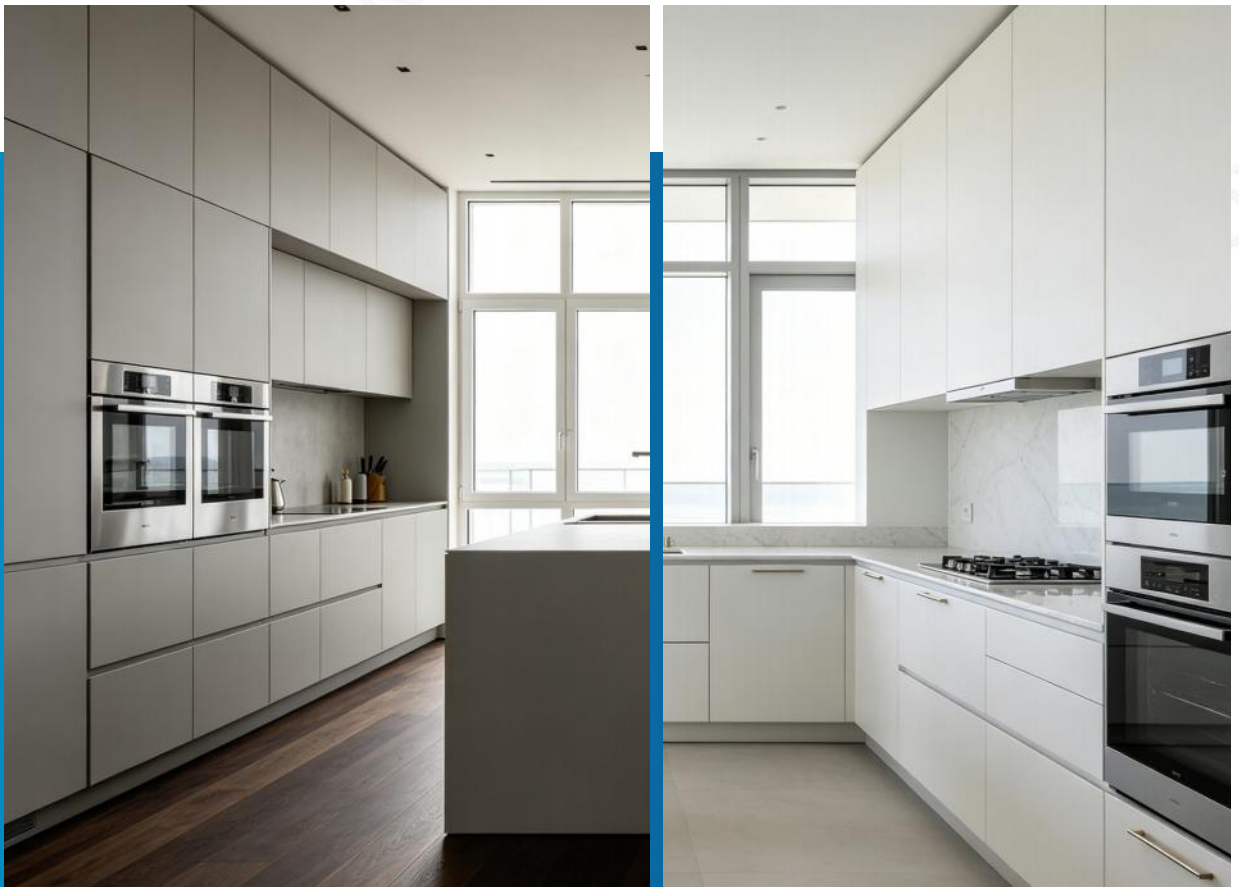
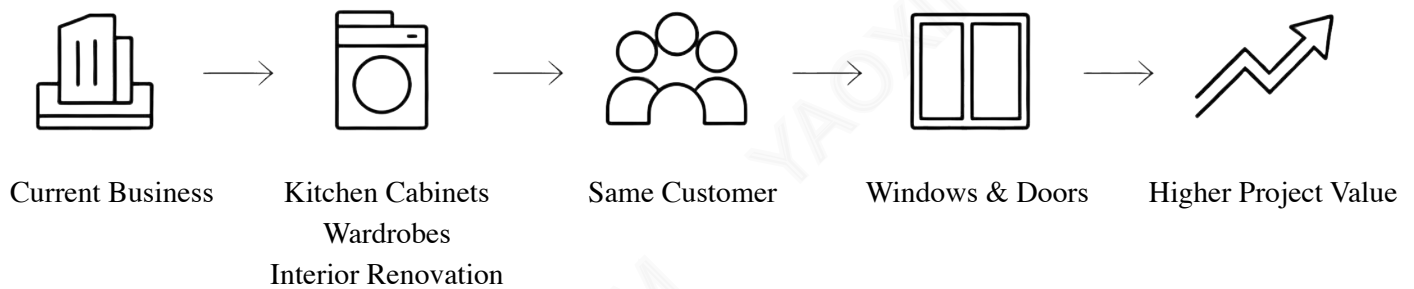
Step 3
Receive Technical Support



Step 4
Launch Window & Door Business



Why Are More Building Material Dealers Adding Window & Door Systems ?



Typical Project Example

Customer buys:

Kitchen Cabinets
USD 6,000

After adding:

Windows & Doors

USD 12,000

Total Project Value

USD 18,000

Potential Project Value Increased Significantly



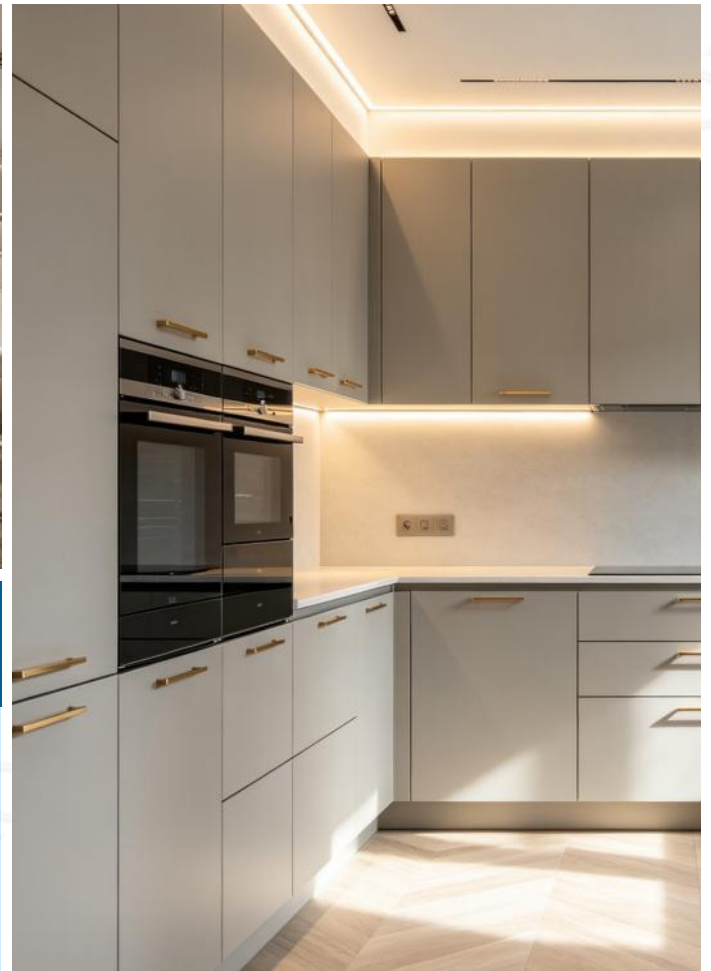
Same Customer Base

Most customers who buy:

- ✓ Cabinets
- ✓ Wardrobes
- ✓ Interior Renovation

also need:

- ✓ Windows
- ✓ Sliding Doors
- ✓ Folding Doors
- ✓ Balcony Systems



**No need to find new customers.
Simply sell more products to existing customers.**

Window & Door Fundamentals

Essential Knowledge for Window & Door Sales

Before recommending products to customers, every salesperson should understand the basic components and technologies used in modern window and door systems.

What Is Thermal Break?

A thermal break system uses a PA66 insulation strip to separate the interior and exterior aluminum profiles.

This design reduces heat transfer through the frame and significantly improves energy efficiency.

Key Benefits

- ✓ Better thermal insulation
- ✓ Lower air-conditioning costs
- ✓ Reduced condensation
- ✓ Improved indoor comfort
- ✓ Higher project value

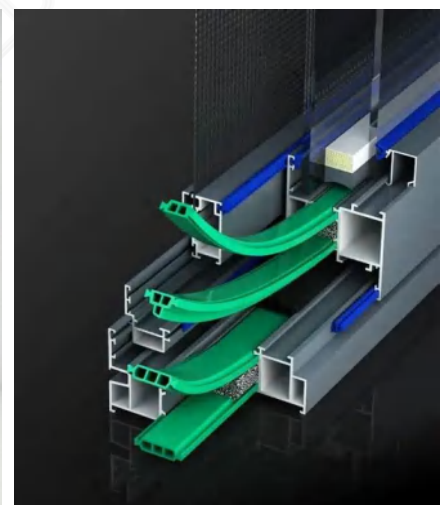
Recommended Applications

- ✓ Premium residential projects
- ✓ Villas
- ✓ Hotels
- ✓ Commercial buildings
- ✓ Projects using air-conditioning throughout the year

Sales Tip

For standard houses, thermal break systems are optional.

For villas and premium residences, thermal break systems are highly recommended.



What Is Low-E Glass?

Definition

Low-E (Low Emissivity) glass contains a special microscopic metallic coating that reflects heat while allowing natural light to pass through.

Key Benefits

- ✓ Reduces solar heat gain
- ✓ Improves indoor comfort
- ✓ Helps save energy
- ✓ Maintains natural daylight
- ✓ Enhances overall window performance

Recommended Applications

Villas
Luxury residences
Hotels
Office buildings
Tropical climates such as the Philippines and Malaysia

Sales Tip

For standard residential projects in the Philippines, Low-E glass is not always required.
For high-end projects, it is a strong upgrade option.



What Is Double Glazing?

Double glazing consists of two glass panels separated by an air gap or gas-filled cavity.

Example:

5mm Glass + 12A Air Space + 5mm Glass

Key Benefits

- ✓ Better sound insulation
- ✓ Better thermal insulation
- ✓ Reduced condensation
- ✓ Improved comfort



Recommended Applications

Residential projects

Villas

Apartments

Hotels



Sales Tip

Double glazing is one of the easiest upgrades to improve customer satisfaction.

What Is Laminated Glass?

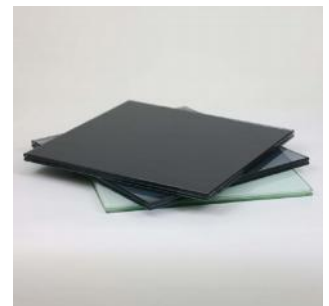
Laminated glass is made by bonding two pieces of glass together with a PVB interlayer.

Example:

6mm Glass + PVB + 6mm Glass

Key Benefits

- ✓ Improved safety
- ✓ Better security
- ✓ Reduced risk of injury
- ✓ Better sound insulation



Recommended Applications

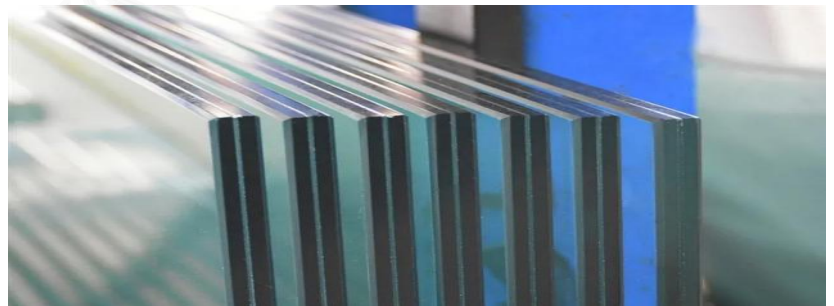
High-rise buildings

Schools

Hospitals

Villas

Commercial projects



Sales Tip

When safety is a priority, laminated glass should be recommended.

What Is a Tilt & Turn Window?

Definition

A Tilt & Turn window combines two opening functions in one system.

Function 1

Side Opening
For full ventilation.

Function 2

Tilt Opening
For secure everyday ventilation.

Key Benefits

- ✓ Safe ventilation
- ✓ Easy cleaning
- ✓ Excellent air tightness
- ✓ Premium appearance

Recommended Applications

Villas
Luxury apartments
High-end residential projects

Sales Tip

Tilt & Turn windows are considered a premium solution and are popular in Europe and high-end residential markets.



Common Opening Types

Casement Window

Advantages

- ✓ Best sealing performance
- ✓ Excellent sound insulation
- ✓ Excellent waterproof performance

Recommended For

Bedrooms
Study rooms
Villas

Sliding Window

Advantages

- ✓ Space-saving
- ✓ Easy operation
- ✓ Cost-effective

Recommended For

Apartments
Balconies
Standard residential projects

Tilt & Turn Window

Advantages

- ✓ Dual opening function
- ✓ Safe ventilation
- ✓ Premium performance

Recommended For

Villas
Premium residences



Folding Door

Advantages

- ✓ Maximum opening area
- ✓ Indoor-outdoor connection
- ✓ Luxury appearance

Recommended For

Restaurants
Villas
Terraces
Commercial projects

Panoramic Sliding Door

Advantages

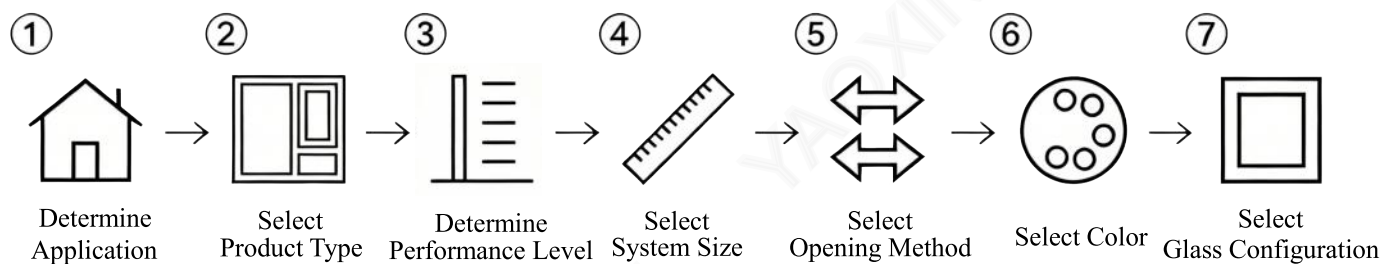
- ✓ Large glass panels
- ✓ Modern appearance
- ✓ Maximum view

Recommended For

Luxury villas
Hotels
High-end residential projects



7-Step Window & Door Selection Flow



Residential Solutions

Bedroom

Recommended:

- 75 Tilt & Turn Window
- 120 Thermal Break Window



Living Room

Recommended:

- 128 Panoramic Sliding Window
- 120 Panoramic System



Balcony

Recommended:

- 133 Thermal Break Sliding Door
- 200 Thermal Break Sliding Door



Villa

Recommended:

- 120 Thermal Break Window
- 128 Panoramic Window
- 73 Folding Door

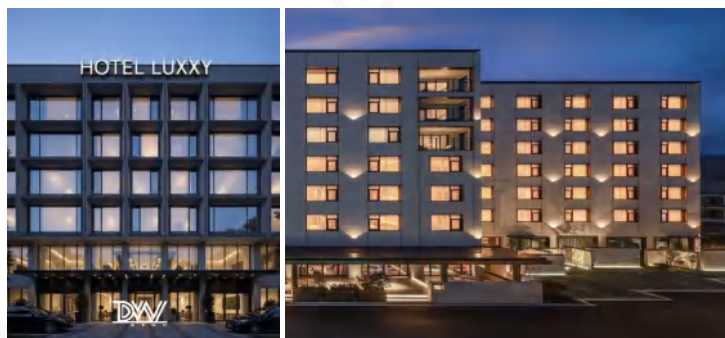


Commercial Solutions

Hotel

Recommended:

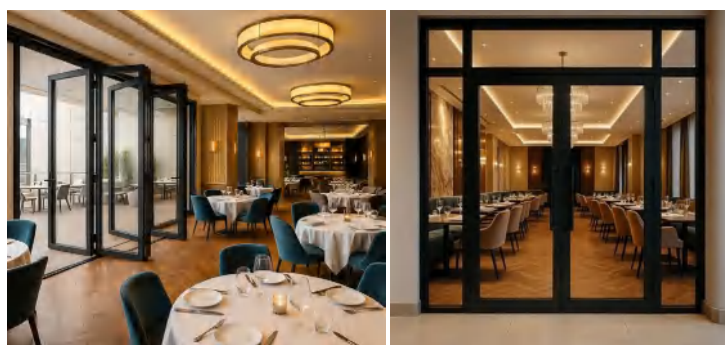
- 120 Thermal Break Window
- 75 Tilt & Turn Window



Restaurant

Recommended:

- 73 Folding Door
- 120 Panoramic Sliding Door



Shopfront

Recommended:

- 100 Heavy Duty Sliding Door
- 120 Panoramic Sliding Door



Office Building

Recommended:

- 113 Thermal Break Window
- 120 Thermal Break Window



Product Positioning Matrix

System	Level	Recommended Use
70	Standard	Apartment
75	Premium	Residential
95	Premium	Villa
113	Premium	Villa
120	Luxury	High-End Residential
128	Luxury	Panoramic Applications
133	Premium	Balcony Doors
158	Flagship	Premium Projects
200	Flagship	Large Openings
73 Folding Door	Luxury	Terrace & Restaurants



Glass Selection Guide

Economy

- 6mm Tempered Glass
- 8mm Tempered Glass

Suitable for:

- Standard Houses
- Apartments

Standard

- Double Glazed Glass

Suitable for:

- Mid-range Residential Projects

Premium

- Low-E Double Glazed Glass

Suitable for:

- Villas
- Hotels

Luxury

- Triple Glass
- Laminated + Low-E

Suitable for:

- Luxury Projects



Common Customer Questions

FAQ 01

Customer Question

Why is a thermal break window more expensive than a standard aluminum window?

Recommended Answer

A thermal break system uses an insulated PA66 polyamide strip between the interior and exterior aluminum profiles.

This significantly improves:

- ✓ Thermal insulation
- ✓ Sound insulation
- ✓ Indoor comfort
- ✓ Energy efficiency
- ✓ Condensation resistance

Although the initial investment is higher, the long-term performance and customer satisfaction are much better.

Sales Tip

Do not compare price.

Compare performance and long-term value.

FAQ 02

Customer Question

Do I really need Low-E glass?

Recommended Answer

It depends on the project type and performance requirements.

For standard residential houses in the Philippines, 6mm or 8mm tempered glass is commonly used and can meet basic requirements.

For villas, luxury residences, hotels, and heavily air-conditioned buildings, Low-E glass can significantly improve indoor comfort and reduce energy consumption.

Quick Recommendation

Project Type	Recommended Glass
Standard House	6mm / 8mm Tempered Glass
Apartment	6mm / 8mm Tempered Glass
Mid-Range Residence	Double Glazed Glass
Villa	Low-E Double Glazed Glass
Hotel	Low-E Double Glazed Glass
Luxury Project	Laminated + Low-E Glass

Sales Tip

Do not sell Low-E glass as a product.
Sell it as a comfort and energy-saving solution.

FAQ 03

Customer Question

Which is better, a sliding window or a casement window?

Recommended Answer

Both systems have different advantages and should be selected according to the application.

Feature	Sliding Window	Casement Window
Space Saving	★★★★★	★★★
Air Tightness	★★★★	★★★★★
Sound Insulation	★★★★	★★★★★
Waterproof Performance	★★★★	★★★★★
Cost	Lower	Higher
Residential Comfort	Good	Excellent

Recommended Applications

Sliding Window

Suitable for:

- ✓ Apartments
- ✓ Balconies
- ✓ Budget-conscious projects
- ✓ Limited installation space

Casement Window

Suitable for:

- ✓ Villas
- ✓ Premium residences
- ✓ Bedrooms
- ✓ Projects requiring better insulation and sound reduction

Sales Tip

If the customer prioritizes performance, recommend a casement window.
If the customer prioritizes space-saving and budget, recommend a sliding window.

FAQ 04

Customer Question

Which window system is recommended for a villa project?

Recommended Answer

For villas, we recommend systems that provide excellent thermal insulation, sound insulation, larger glass capacity, and a premium appearance.

Recommended Yaoxing Systems

Good

75 Thermal Break Window

Suitable for:

- ✓ Standard Villas
- ✓ Mid-Range Residential Projects

Best

120 Thermal Break System Window

Suitable for:

- ✓ Luxury Villas
- ✓ High-End Residential Projects
- ✓ Premium Developments

Better

113 Thermal Break System Window

Suitable for:

- ✓ Premium Villas
- ✓ Larger Window Openings

For Large Openings

Recommended:

- ✓ 128 Panoramic Sliding Window
- ✓ 133 Thermal Break Sliding Door
- ✓ 200 Thermal Break Sliding Door
- ✓ 73 Folding Door

Sales Tip

When discussing villa projects, focus on:

- ✓ Comfort
- ✓ Luxury Appearance
- ✓ Energy Efficiency
- ✓ Long-Term Value

Avoid focusing only on price.

FAQ 05

Customer Question

Do I need double-glazed glass?

Recommended Answer

Double glazing is not mandatory for every project.

For standard houses, single tempered glass is commonly used.

For larger windows, villas, and air-conditioned buildings, double glazing provides better comfort, insulation, and sound reduction.

Recommended Applications

- ✓ Villas
- ✓ Hotels
- ✓ Luxury Residences
- ✓ Large Glass Openings
- ✓ Premium Residential Projects

FAQ 06

Customer Question

Which frame color should I choose?

Recommended Answer

The most popular colors are:

- ✓ Black
- ✓ Dark Grey
- ✓ White
- ✓ Metallic Coffee

For premium projects, wood grain finishes are also a popular option.

Sales Tip

Dark Grey and Black are currently the most popular choices for modern villas and luxury residential projects.



SALES SCRIPTS & SALES TECHNIQUES

How to Sell Windows & Doors Professionally

Understanding Customer Needs First

Golden Rule

Do not start by introducing products.

Start by understanding the customer's project.

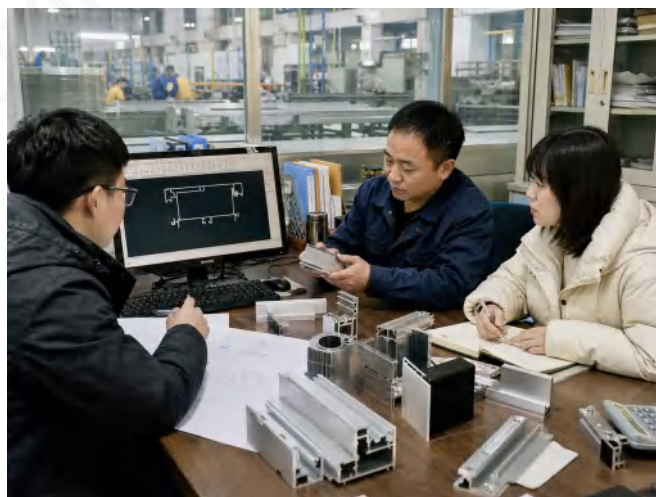
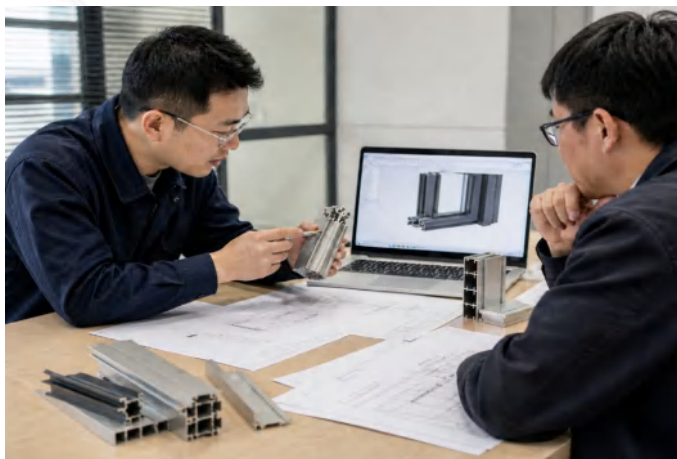
Ask These Questions First

Residential Projects

- Is this a new house or a renovation project?
- Is it an apartment, villa, or private house?
- Which area requires windows or doors?
- What is most important to you: price, appearance, insulation, or sound reduction?
- Do you already have dimensions?

Commercial Projects

- What type of project is it?
- Do you have architectural drawings?
- Is this a hotel, office building, restaurant, or shop?
- Are there any specific performance requirements?
- What is the project timeline?



Handling Price Objections

Customer Says:

"Your price is too high."

Wrong Response

"Our quality is better."

This answer is too general and does not explain the value.

Professional Response

I completely understand your concern.

May I ask which product you are comparing our quotation with?

For example, are you comparing it with a standard aluminum window or a thermal break system window?

Different systems are designed for different performance levels.

A thermal break window provides:

- ✓ Better thermal insulation
- ✓ Better sound insulation
- ✓ Higher comfort
- ✓ Better long-term value

The initial investment may be higher, but the performance and customer satisfaction are significantly improved.

Key Sales Principle

Never defend the price.

Always explain the value.



Comparing Different Systems

Customer Says:

"What is the difference between the 75 System and the 120 System?"

Professional Response

The main differences are:

Item	75 System	120 System
Profile Size	Standard	Premium
Glass Capacity	Standard	Larger
Air Tightness	★★★	★★★★★
Water Tightness	★★★	★★★★★
Sound Insulation	★★★	★★★★★
Appearance	Modern	Premium Luxury

For standard residential projects, the 75 System is already an excellent solution.

For villas and premium residences, we usually recommend the 120 System because it offers better performance and a more luxurious appearance.

Upgrading Customers

Standard Upgrade Process

Step 1

Customer asks for a basic window.
Recommend:
70 System Window

Step 2

Ask:
Would you like better insulation and sound reduction?
Recommend:
75 Thermal Break Window

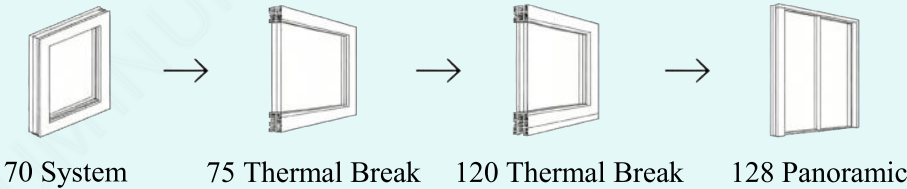
Step 3

Ask:
Is this for your own residence or a premium villa project?
Recommend:
120 Thermal Break Window

Step 4

Ask:
Would you like a larger glass view and a more modern appearance?
Recommend:
128 Panoramic Sliding Window

Upgrade Path



Glass Upgrade Selling

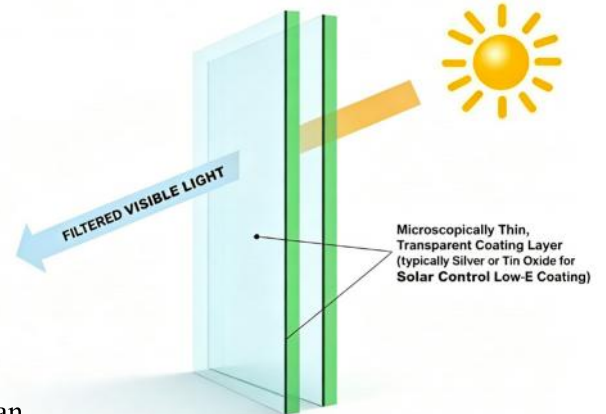
Customer Says:

"Do I really need Low-E Glass?"

Professional Response

For standard residential houses in the Philippines, 6mm or 8mm tempered glass is commonly used and can meet basic requirements.

However, for villas, premium residences, or projects with extensive air-conditioning usage, Low-E insulated glass can significantly improve indoor comfort and reduce energy consumption.



Glass Recommendation Guide

Economy

6mm Tempered Glass

8mm Tempered Glass

Suitable for:

- Standard Houses
- Apartments
- Budget Projects

Standard

Double Glazed Glass

Suitable for:

- Mid-Range Residential Projects
- Larger Windows

Premium

Low-E Double Glazed Glass

Suitable for:

- Villas
- Hotels
- Premium Residences

Luxury

Laminated + Low-E Glass

Triple Glazing

Suitable for:

- Luxury Villas
- Five-Star Hotels
- High-End Commercial Projects



Closing Techniques

Technique 1

Two-Choice Closing

Do not ask:

"Would you like to buy?"

Instead ask:

"Would you prefer the 75 Thermal Break System or the 120 Thermal Break System?"

This keeps the customer focused on selecting a solution rather than deciding whether to buy.

Technique 2

Project-Based Closing

Ask:

Which area would you like to start with first?

- Bedroom
- Living Room
- Balcony
- Entire Project

This helps move the discussion toward action.

Technique 3

Quotation Closing

Ask:

Would you like us to prepare both a Standard Option and a Premium Option for comparison?

This increases the chance of upgrading the customer's final selection.



Quotation Information Collection

Residential Projects

Before preparing a quotation, collect:

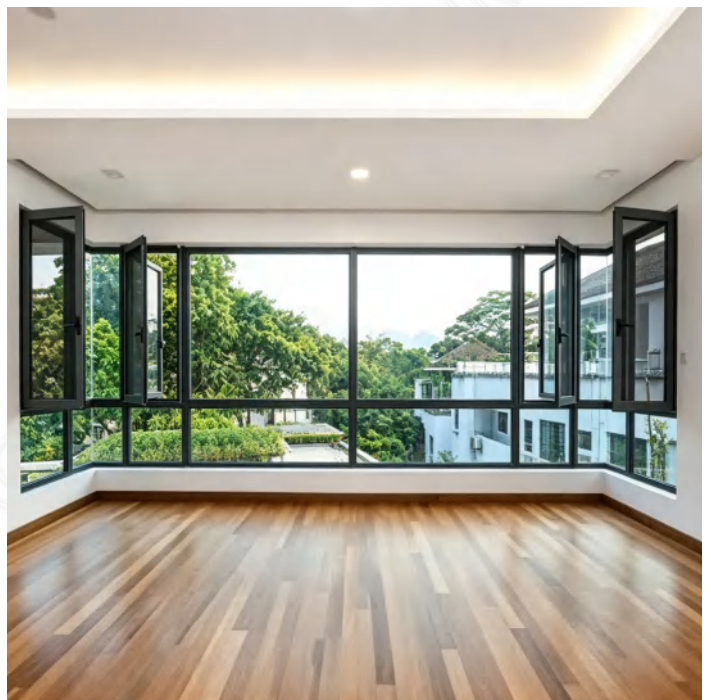
- ☐ Country
- ☐ Project Type
- ☐ Window or Door Type
- ☐ Width × Height
- ☐ Quantity
- ☐ Opening Style
- ☐ Glass Requirement
- ☐ Color Requirement
- ☐ Installation Location
- ☐ Budget Range



Commercial Projects

Before preparing a quotation, collect:

- ☐ Project Name
- ☐ Project Location
- ☐ CAD Drawings
- ☐ Window Schedule
- ☐ BOQ
- ☐ Glass Specification
- ☐ U-Value Requirement
- ☐ Wind Load Requirement
- ☐ Quantity
- ☐ Delivery Schedule
- ☐ Installation Method



Dealer Sales Formula

Yaoxing Sales Formula

Ask Questions



Understand Application



Recommend Products



Recommend Upgrades



Explain Value



Prepare Quotation



Close The Sale



Remember

Customers do not buy windows.

Customers buy:

- ✓ Comfort
- ✓ Energy Efficiency
- ✓ Better Appearance
- ✓ Better Living Experience
- ✓ Long-Term Value

Sell the solution, not just the product.



Quotation Checklist

Residential Projects

- Country
- Project Type
- Dimensions
- Quantity
- Glass
- Color
- Opening Type



Commercial Projects

- Drawings
- BOQ
- Glass Specification
- U-Value Requirement
- Wind Load Requirement



Why Choose Yaoxing

What We Provide

- ✓ Product Supply
- ✓ Technical Support
- ✓ Shop Drawing Assistance
- ✓ OEM Branding
- ✓ Sales Training
- ✓ Marketing Support
- ✓ Project Consultation



Become a Yaoxing Dealer Today
OEM & ODM Support
Global Dealer Network
Technical & Marketing Assistance



Ready To Expand Your Window & Door Business?

Factory Direct Supply | OEM & ODM | Technical Support

30+ Years | 40,000 m² Factory | 40+ Countries | OEM & ODM

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