



October 2008

## Inside this Issue

- 1 The Economy- Finding New Business
- 2 New Products in 2008
- 3 Technical Corner: Efflorescence
- 4 Sales Side: Closing the Sale
- 5 Quote of the Month
- 6 Upcoming Events

Xcel Surfaces  
 3750 W. Indian School  
 Phoenix, AZ 85019  
 P: 602-636-6720 F: 602-636-6724  
[www.xcelsurfaces.com](http://www.xcelsurfaces.com)

# In the News

## Economy brings new challenges...

In 2008, it has certainly not been business as usual, or at least not what we've been used to over the last several years. With building permits down and shrinking credit markets making money very hard to get, most everyone is suddenly faced with the realization that 'what we've always done in the past' may not be what works for the future. Xcel Surfaces is no exception. With most of our business concentrated in new residential building and swimming pool construction, we've had to reinvent ourselves and look outside our normal 'sphere of influence' to find new markets. An area that we've found as promising for the future is residential and commercial remodel and renovation. With local and state municipalities slashing budgets, organizations and institutions are looking for ways in which to renovate existing structures as opposed to remove and replace. In an effort to capitalize on some of this business, Xcel Surfaces has aggressively gone after the architectural community and city municipalities by becoming one of the 'specified products' of choice. As a result, Xcel has seen a substantial uptick in activity in these areas, confirming that renovation work is on the rise. If you would like to



learn more about how you can team with Xcel Surfaces to participate in some this 'found' business, call our office at 602-636-6723 or visit our website at [www.xcelsurfaces.com](http://www.xcelsurfaces.com) and learn more about the Preferred Applicator Program.



## New Products bring Rave Reviews!

Over the last summer, Xcel has worked diligently to improve upon existing formulations, as well as develop some new ones. Not the least of these is our new **Stamp Overlay System**. This new system consists of two components— a newly formulated dry mix design and a new polymer blend. The result is a product that has tremendous working time (even in the desert heat), superior impression transfer, can be colored in a variety of ways and unsurpassed durability. Customers and contractors alike have all commented on the performance of the new Xcel Stamp Overlay system. If you would like to try the new system on your next project, contact Sean Gafvert at 602-432-7826 to arrange a one-time discount for first time users. In addition to our Stamp Overlay System, we've developed some other new products and changed the packaging on some of the existing in the effort to make everything more

convenient for our customers.

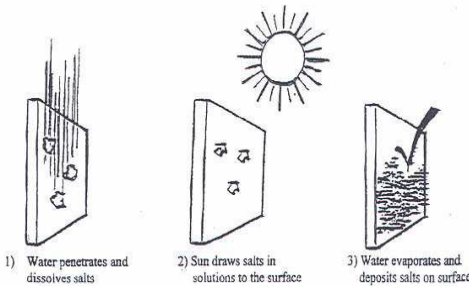
New Products include: **TopCoat- IR** (Heat Reflective Paint), **High Gloss Acrylic- Low Odor Sealer**, **Bubble Gum Liquid Release** and coming soon—**AquaStain II**. Some of the existing products we've changed the packaging on include: High Gloss Acrylic 1 gallon cans, Bubble Gum Release 1 gallon plastic jug and AquaStain 1 gallon plastic jug.

Following is a list of all of our new products and packaging:

- Stamp Overlay System
- Top Coat- IR (Heat Reflective)
- Bubble Gum Release- New Formula; now available in 1 gallon plastic jugs.
- Coming Soon- AquaStain II
- HG Acrylic Low Odor Sealer- Now available in 1 gallon cans.
- AquaStain; now available in 1 gallon plastic jugs.

### Technical Corner: Efflorescence

On occasion, a white chalky substance on may appear on the surface of concrete or masonry—this natural occurring phenomenon is known as Efflorescence- a white



crystalline deposit. This will typically happen during the wet months when moisture penetrates the surface and 'wicks' back out of the slab carrying salt and calcium. When the moisture evaporates, the calcium and salts remain—this is efflorescence. If you encounter a customer frantically calling you this

winter saying that the deck you recently installed is turning colors- remain calm; it's probably just efflorescence. A good TSP wash or vinegar wash will typically get rid of the unsightly deposits. If you're looking for a long-term fix, try Xcel Surfaces **EFF-Factor**. EFF-Factor can be used as a bond coat when surfacing concrete or on fresh concrete when next day surfacing application is desired; use also as a sealer on unsealed **Top Coat**. For more information, contact Sean Gafvert at 602-432-7826.

### Sales Side: Closing the Sale

The term 'closing' the sale typically brings to mind the image of a high-pressure sales person asking the prospect to sign on the dotted line. The reality is those types of techniques died in the 60's. Gone are the days of high-pressured sales pitches (product-driven) and in are the ways of the consultative selling process (customer driven)—that is consulting with your prospective client, determining needs, and formulating solutions to meet those needs. So here's question: In today's 'consultative' world, when do you 'close the sale'? The reality is this—you start closing the sale the minute you walk in the door. How you look, talk, present yourself and body language all contribute. Remember the old adage of, "You get one chance to make a good impression"? Too many times have we at Xcel heard the horror stories from homeowners about applicators whose odor shows up 5 minutes before they do or even show up at all. Closing the sale is not a moment in time, but a process. It's being cordial, professional, consultative and caring. Seem simple? You'd be surprised how many people don't get it. Yet, time and time again, we

receive feedback from the consumer about applicators who didn't get the job due to lack of professionalism and follow through. In a lot of cases, the customer ended up paying substantially more money to go with the applicator who showed up when he said he was going to and followed through! On your next appointment, try 'closing' every step of the process.

### Quote of the Month

*"If you practice the way you play, there shouldn't be any difference. That's why I practiced so hard. I wanted to be prepared for the game."*

--Michael Jordan, basketball player & business person (1963- )  
Regarded by many as the greatest basketball player who ever played the game.

### Upcoming Events

Border Products Burger Bash  
Phoenix, AZ  
October 16<sup>th</sup>

Xcel Surfaces Training School  
Phoenix, AZ  
November 14<sup>th</sup> & 15<sup>th</sup>

To Be Announced  
Las Vegas, NV  
November, 2008

Xcel Surfaces is an OEM Manufacturer of decorative surfacing and architectural concrete products located in Phoenix, AZ. If you would like more information on the full line of products, call toll free at 800-644-9131 or visit our website at [www.xcelsurfaces.com](http://www.xcelsurfaces.com). If you would like to see a topic published in our newsletter, please let us know; we welcome you input.