

# THE BARRE BACKSTORY: How to Market the Benefits of Barre Granite to Your Customers

## *QUALITY IS ALWAYS THE RIGHT SELL— THE BENEFITS OF SELLING BARRE GRANITE*

Mr. and Mrs. Quigley step into your showroom, glance about and begin to point. “How much is this gravestone? How much is that one over there?” In the sound-bite culture in which we live, the benefits of buying a Barre granite memorial may not be immediately apparent to your potential customers. And since selling genuine Barre granite benefits the long-term growth of your business as well as your customer, it is a good idea that everyone on your staff understands the merits of selling quality.

Why sell Barre granite when there are some lower priced imported granites? The difference in price will not escape the notice of your customer. The unknowledgeable customer will almost always buy based on cost rather than on value. So our job is to arm the customer with the knowledge to make a wise choice, a choice that will not lead to the inevitable “buyer’s remorse” that will eventually accompany the decision to purchase a memorial of lesser quality.

Whether you are dealing with a customer who is buying from his intellect or from her heart, the bottom-line motivation of that person is “What is in it for me?” How then does selling a genuine Barre memorial satisfy that need?

- Barre stone is actually not a true granite but a granodiorite; it has a finer grain structure than that of a true granite, allowing for finer details to be carved
- Barre granite is texturally very even or consistent (homogenous), providing a better medium for carving fine detail and making it more aesthetically pleasing to the eye
- Barre stone’s consistent texture enables the stone to be polished to a fine sheen that will last for many years
- Barre granite’s geological pedigree (intermix of quartz and feldspars) makes it a hard, durable, weather-resistant stone
- Barre’s even texture and pleasing color are well suited for polished, axed, pitched and thermal surface treatments, providing more design options for your customer
- The contrast obtained by mixing finish treatments on Barre stone provides clear, distinct lettering and ornamentation and eliminates the need for unsightly litho, allowing the design and lettering to be easily seen
- While all stones absorb moisture to a degree, Barre stone releases moisture efficiently, minimizing the chance of freeze/thaw damage, such as checking or splitting
- Barre stone will not fade and is highly stain resistant
- The even texture of Barre granite allows for sandblasted letters and features with sharp, distinct edges and for the hand carving of exquisite detail
- The Barre granite industry is over 200 years old and employs the finest stone craftsmen to be found anywhere, assuring lasting quality and value

The fact is that Barre granite is one of the finest memorial-grade stones in the world; so fine in fact, that it has become the “gold standard” by which all other granite memorial stones are judged. It is no coincidence that the name “Barre” has been unethically misapplied to lesser-quality stones. The reason is clear: Barre granite is synonymous with the highest quality memorial stone available anywhere.

If your customer is told that Barre granite is the benchmark memorial stone because it looks great and will continue to look great for many, many years to come, that the details will remain sharp, that the color will remain consistent over time, that the stone is far less likely to crack, check or stain than many imported stones, that he won’t be embarrassed to have his loved one’s name on it 5 or 10 years down the road, the likelihood is that the customer will recognize quality and make the purchase based on long-term value rather than on cost alone.

And how will selling Barre granite benefit you, the memorial dealer? The benefit is obvious—a satisfied customer, a customer who will remain satisfied and not come into your showroom a few years later complaining about staining or fading, checking or cracking. While the memorial business does not depend on repeat business—buying a memorial is a once-in-a-lifetime or twice-in-a-lifetime event for most people—the value of customer satisfaction for your long-term business growth cannot be overestimated. Trust is everything in the memorial business. And to maintain the trust of your community, you must have satisfied customers. When you consider that the average dissatisfied customer tells 15 people about his frustration and disappointment, you quickly realize that selling a memorial of lesser quality could cost you sales over the long term. Conversely, the word-of-mouth advertising you receive when a customer is truly satisfied with the product you sell her is a valuable, customer-building asset no company can afford to be without.