



Tips for Selling a Deck Staining Project

LESSON OBJECTIVE: Review some basic product knowledge your employees can use to get ready for customers who will be asking questions about maintaining and staining a deck.

ESTIMATED COMPLETION TIME: Approximately 3 minutes for the video. Use the Additional Discussion section to spend more time on this topic.

HOW TO USE: Play the video, then have a discussion time to answer questions and discuss your own product line.

SUMMARY OF POINTS FROM THE VIDEO:

- First, clean the deck to remove debris and sap from trees. Use a power washer or a hose attachment.
- Cover plants surrounding the deck while cleaning and staining the deck.
- Stain every 3-5 years.
- Add-on sales include brushes, rollers, power sprayers, house washes, hose-end sprayers.
- Customers often choose a clear, semi-transparent or transparent stain depending on the condition of the deck.
- Temperature is important when applying deck stain. Read the directions on the label. Where the deck is in relation to the sun is important to consider when deciding when to stain.

FOR FURTHER DISCUSSION:

- Are there any other questions customers often ask about a deck project not covered here?
- Review the particular brands of stain you carry and the features and benefits of each.

ADDITIONAL TRAINING: Take the Deck Maintenance and Repair module of NHPA's Project PRO training series to learn more about the steps involved in staining a deck and the products typically sold with the project.