

THE STRATCO 'JOURNEY' GOES LIVE NEXT WEEK

THE 'STRATCO' JOURNEY

We'll be implementing the Stratco 'Journey' which you've already likely heard about. Outback Dealers will be invited to put their customers on a Journey when they create a new quote for a customer in Stratco Design.

This Journey is a series of emails sent through to the customer after they have had their sales consultation which includes; a virtual interactive design PLUS other collateral about Stratco Patio features and benefits. This journey is about providing the information to the customer that they are hungry for and is designed to increase your conversion to sale.

Data from the Stratco Home Improvement Store Journey that is already running shows that conversion to sale is up to 50% better when a customer is on a Journey versus when they are not on a Journey.

HowTo. 

Thank You For Your Enquiry!

Your patio expert is **Aussie Patio Designs**. They'll be in contact shortly.


AUTHORISED DEALER

Ph: 12 1234 1234 Email: dealer@dealer.com



DEALER ADVANTAGE

WHAT TO EXPECT

WHAT IS THE DEALER ADVANTAGE?

Outback Dealers meet strict selection criteria and are trained to have a thorough understanding of the Stratco Outback Patio range and all associated outdoor home improvement products. This partnership has successfully provided thousands of homes with their customised outdoor areas by combining Stratco's market leading products and the support of the Outback Dealer's extensive building knowledge.

OUTBACK DEALERS ARE PATIO EXPERTS

- Specialists in their field
- Trained and fully qualified
- Have the necessary licences and insurances
- Have an extensive knowledge of building permits required

WHAT TO EXPECT FROM YOUR DEALER

The quoting procedure will be detailed and thorough, including full plans of your new patio. For more complex designs, please allow approximately 5 working days to receive your proposal and plans. This gives Stratco time to design and fully engineer the product in conjunction with the Outback Dealer to ensure that

our high standards are maintained and that you get a final outcome meeting your specific needs.

OUTBACK PATIO FEATURES

Create an attractive and functional outdoor living area that will enhance your home and lifestyle with the smooth, simple and uncluttered lines of the Stratco Outback Patio range.

Your patio will be custom designed and made to suit your exact requirements. Open your home to the outside and create a patio space that can be enjoyed throughout the year. Under a Stratco Patio you are protected from the elements, expanding your possibilities for entertaining, storage and enjoying your garden.

[View the Stratco Patio Range](#)

"Stratco is the only major manufacturer of verandahs, patios and carports that has a nationwide chain of home improvement stores and a highly professional network of Authorised Dealers. So you can be sure we have your outdoor lifestyle needs covered."



Stratco Now Proudly Offer a Trusted 1 Year Installation Warranty

When professionally installed by an Authorised Outback Dealer in accordance with Stratco's engineering and installation specifications.

