

# Get Smart – Train Smart

*Metro trainer guides crews with an on-the-job installer training program.*

When Daniel Detamore shows a crew how to install Metro Roof Products' stone-coated steel roofing, he isn't wearing pressed slacks and standing in a conference room. He gets get's down and dirty.

Strapping on a tool belt, Detamore carries a kit of specially designed Metro "SMART-Hand Tools" up on the roof and starts his hands-on training. The best part? The training takes place on your job site - wherever that might be in North America.

"I'll identify all of their accessories and give them the fastenin g basics on the ground, but then I get on the roof with them for two days and cover all of the most critical areas of their job," Detamore says. "They get a lot more out of it than if we just did it on a standard mockup at the manufacturer's plant."

What makes Metro's SMART-Start Installer Training Smarter? Metro caters to the guy on the roof, rather than the contracting company owner or sales staff. A contractor sells a job in Florida? Metro goes there. Minnesota? Texas? California? Metro is there.

"He works with you on your job," says roofer Stacey Vinson of Vinson & Sons Custom Sheet Metal in Cape Coral, FL. "That is a hundred times more beneficial than just watching a demonstration."

For example, Detamore will be on the roof showing how to prepare a detail such as a valley. He will install two or three courses, hand the screw gun to a crew member and guide him until he does it correctly.

"Metro far exceeds the training done elsewhere in the industry," Vinson says.

DVD Support: Metro, with support from the Metal Roofing Alliance, recently produced an 86-minute training DVD. The DVD is sent to the crew in advance of the trainer's arrival to give the crew insight into some of the unique install techniques Metro promotes to its contractors during the training program.

"They can't get everything they need from the video," Detamore says, "but at the site, a guy will say, 'Oh yeah, on the video you described this ...'

That saves me two hours of explaining when I'm there."

It also gives Detamore a tool to use if rough weather at the job site sends them indoors. Crews often use it as a reference in the days and weeks after the training session.

Smart-Hand Tool Kit: Featured in the 11-piece kit is a specially designed High-Speed 12-V Impact Driver. It contains the power to do any job, yet is compact and lightweight for ease of use. A variety of snips, hand seamers, battery charger and safety items complete the kit, which was designed specifically for stone-coated steel applications. A sturdy canvas bags holds all of the items safely and survives being dragged around the roof.

Metro offers a discount on the SMART-Hand Tool Kit if purchased at the time of registration for the training program, or you can order one through your local Metro distributor.

Follow-up: During the training session, Detamore documents with photos all facets of the training program for that job. He labels the photos and sends them back to the crew within days to help them remember specific details. In addition, Detamore answers phone calls and emails with specific questions, and also will guide a crew through the DVD to address certain scenarios.

"I usually won't walk away from a session thinking that the crew might not be able to do it," Detamore says. "With the on-site training, DVD and photos, that is usually enough to take the mystery out of it. Stone-coated steel is not harder than any other roof, it's just a little different."

Impact on a contractor's sales: "I am convinced that getting training from the factory is critical for us," said Bruce Wiltsey, a Metro representative in Tennessee, Alabama, Mississippi and Kentucky. "It provides us with a huge boost of confidence in the product and we are assured we are doing it the right way according to Metro. It's one of the best values I have seen in our industry in along time.

"When Daniel is taking care of the installation details, it makes it so much easier for me to do sales and handle my other daily duties with local contractors," says "With the hurricanes down here, people now know that if you don't put on a roof the right way, it will fail in the next storm. I tell contractors it's cheap insurance for them to be trained by a factory trainer like Daniel."

Charlie Kasten of Interstate Roofing in Onalaska, Wis., said the on-site training speeds up production and makes the company more competitive.

"Now we know how long a job will take and what we should charge," Kasten said. "Knowing that makes it easier for us to sell a job."

Simple registration form: Available at the Metro website ([www.metroroof-products.com](http://www.metroroof-products.com)), the one-page form for the SMART start Installer Training Program is easy to fill out and fax back to Metro. Once it is submitted, Metro sends a training DVD to the applicant and schedules a SMART-Start On-Site Training session.

Format and price: The two-day program is \$800 for a complete crew (minimum of two installers) and includes the DVD and Detamore's follow-up services. Additional days can be added, subject to Detamore's schedule, at \$450 per day.

Detamore's thoughts: "A lot of roofers think stone-coated steel is brand new, but it really catches people off-guard when I tell them my boss came over to the U.S. in 1980 and started installing in California. Stone-coat has a history of 50-plus years. We don't say it'll last 50 years—we know it will."

Sign-up for a SMART-Start On-Site Training Session today at [www.metro-roofs.com](http://www.metro-roofs.com) and [click](#) on the Roof Trade button. Metro Roof Products: Smart roofs for Smart People™

Contact a Metro Distributor near you to order the Metro SMART-Hand Tool with your next Metro order.  
Metro Roof Products • 3093 Industry Street • Oceanside CA USA 92054 • PH (866) 638-7648 • PH (760) 435-9842

