



### Clopay Launches Sales Tool for Tablets

In November, Clopay announced MyDoor, its new tablet-based selling system for dealers, homeowners, and builders. Unlike other garage door visualization programs, MyDoor helps homeowners find the perfect door that matches their specific design preferences, lifestyle, and budget.

MyDoor prompts customers to answer a brief series of questions and then quickly sorts through thousands of Clopay door configurations to present the top three product recommendations based on their responses. A photo of the customer's house can then be uploaded to the tablet so they can instantly see how each door looks on their home, compare pricing, and modify options. The dealer can save the final quote, obtain a signature, and place the order directly from the tablet.

MyDoor also gives dealers the ability to schedule site visits, assign leads, track follow-ups, track business performance, and more. Dealers can customize their MyDoor presentations with their company logo and information. ■

### Linear Webinar Trains Dealers to Collect Testimonials

In November, Linear held its sixth dealer-focused interactive webinar, The Case for Testimonials and Case Studies.

Emphasizing that positive testimonials are more important than ever, the webinar explored best practices for identifying case study and testimonial opportunities. The free webinar was part of Linear's educational series to help dealers grow their businesses through marketing and social media activities.

Linear training ([www.LearnLinear.com](http://www.LearnLinear.com)) includes training videos, CEU-accredited Linear University, instructor-led CEU courses, and self-paced e-learning opportunities. ■

### Skylink App Controls Home Electronics

In September, Skylink announced the launch of its Skylink HomeControl App that turns a smartphone, tablet, or PC into a remote control for a garage door, home lights, or other electronics. The system uses control modules and wireless receivers plugged into wall outlets or lamp sockets.

For professionals, the Skylink Home Wireless Control System has modules with three wires that can be installed almost anywhere. For those who may not have a smartphone or tablet, Skylink offers a credit card-sized SkylinkPad that can be used to wirelessly control devices in your house. ■



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## Wayne Dalton Optimizes Design Center for Tablets

In October, Wayne Dalton announced that its online Garage Door Design Center had been completely redesigned and optimized for tablet viewing.



“Our enhanced Garage Door Design Center lets Wayne Dalton dealers take a powerful sales tool with them whenever they go on sales calls,” says Ali Isham, brand manager. Other upgrades include easier navigation, better organization of products, and access to Wayne Dalton’s full product offering. ■

## Raynor Launches New Design-a-Door

In October, Raynor announced the launch of its updated Design-a-Door program, a sales tool that allows homeowners to visualize a new Raynor door on their home. The updated version enhances functionality, makes it more user friendly, and improves navigation. ■



## LiftMaster Holds Social Media Contest

In September, LiftMaster launched a Facebook contest with instant daily prizes and a grand prize of an all-expense-paid VIP Race Trip Weekend to the Bank of America 500 at Charlotte Motor Speedway on October 12. Social media fans entered the contest by simply visiting LiftMaster’s Facebook page and opting in to participate in the contest.

The contest shows contestants how easy it is to use the MyQ app to open a virtual garage door on the LiftMaster Facebook page. Once the door was fully opened, they discovered whether or not they won. By sharing the contest, participants could earn additional grand prize entries. ■



## Clopay Launches New Spanish Website



In September, Clopay announced a new Spanish-language version of its residential garage doors website at [clopaydoor.com](http://clopaydoor.com). Spanish versions of product literature can also be downloaded.

Visitors can switch between the Spanish and English versions of the Clopay websites by clicking on a navigation tab. ■

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