

THE ARMOR TRIANGLE

The Armor Triangle is key to the sale of any kind of armor. The Armor Triangle allows the customer to select only 2 of the 3 options while you as the salesperson will always have control of at least one of the 3 options.

As an example, if the customer states that they want to have weight and level then you as the salesperson will control the cost of the armor. This allows for the layman with little to know knowledge of armor to select the right armor for their application.

