

Introductions / Participant Goals

Agenda: Session I

- Introductions / Participant Goals
- Communications and the Who/How of Engagement
- Breakout Experience 1: Features vs Benefits
- Why We Are Selling Efficiency
- Identification Of A Customers Pain
- Communication Tips
- Roadblocks on the Way to Success



Class Rules

- **Participation is KEY** – Sharing experiences with others
- **Everyone has their own style.** This is an exercise to expand on best practices.
- **Open forum** – You may have thoughts or ideas that can enhance this presentation, provide them where appropriate.
- **Parking Lot**– We will employ a Parking Lot for key questions or discussion points



Who here, sells?



**Breakout I:
Class Engagement Exercise**

Big Picture Focus on Why We Are Selling Efficiency

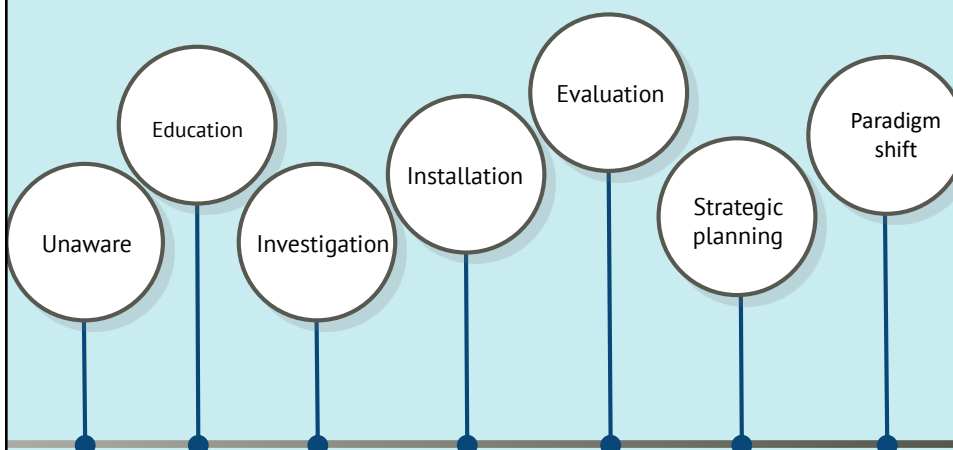
Typical Reasons for a Sale



REASONS TO UP SELL EFFICIENCY

- EE is a business issue for everyone
- Provide customer choices
- Expand business
- PR potential
- Environmental benefits
- Reduce operating costs (investment)
- Program goals
- Customer satisfaction
- Occupant comfort
- Customers need our help
- Customers want our help
- Customers expect our help
- Spread the good word
- Improve reliability
- Building heroes
- Federal/State tax benefits
- Rebates
- Improving safety

Customer Energy Efficiency Journey



GOAL: Move customer along the continuum

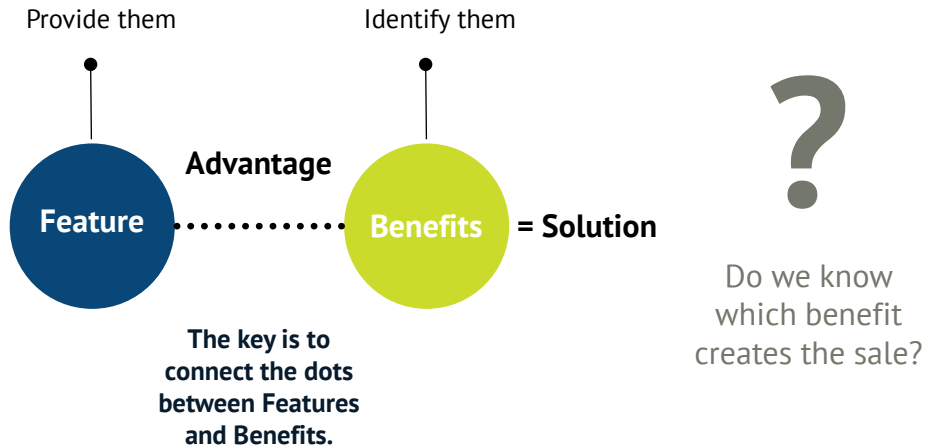
Breakout II: Class Engagement Exercise



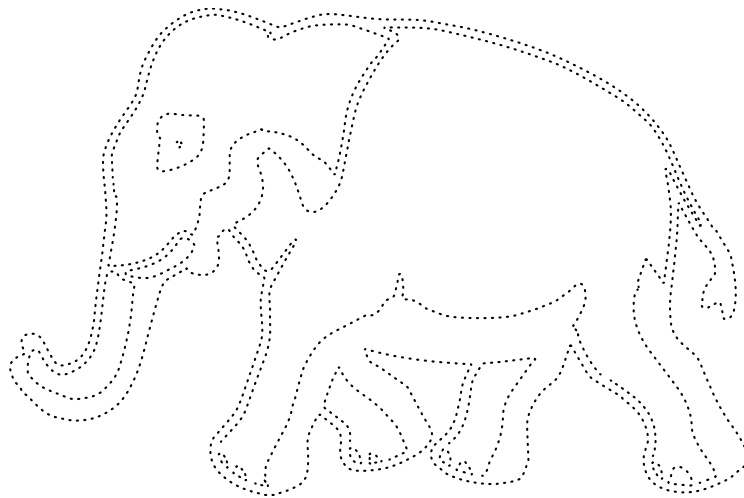
Sell It!



Features vs. Benefits



The Secret Sauce: Connecting the Dots Makes the Deal



Identify The Customer's Pain Points

Where & How Should We Be Influencing?

Issue



Idea



The Cost of Doing Nothing



An EE project will
save 50%

It costs \$1500 every
month to do **nothing!**

Wait

3

months

Lose

\$4500

Sales Communication Tips

Buyer Types



Economic

Driven by the
payback:

- Simple payback
- ROI
- Life cycle costs
- Final decision maker



Technical

Driven by the equipment

- Meets all the process and production needs
- Attracted to having the latest, greatest, fastest
- Ease of use & maintenance.



Executive/Corporate

One/many that will look to
impact health and strength of the
company.

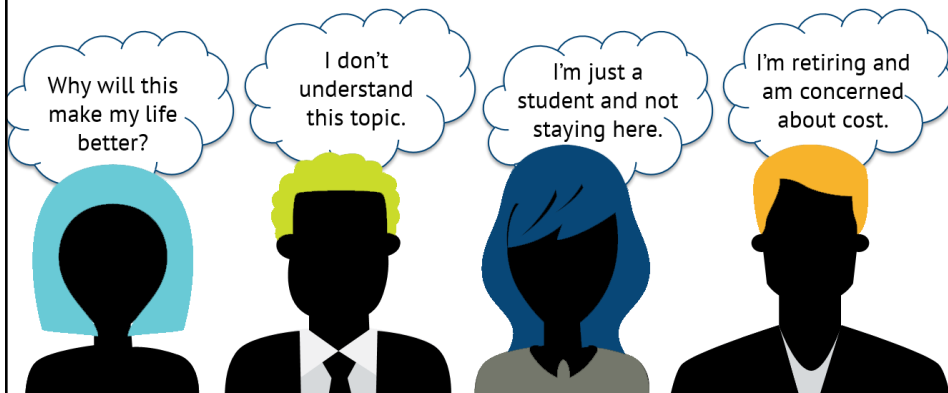
- Impact on operations
- Will it make the workplace more attractive
- Does this increase the overall bottom line?

Speaking The Language

1. Understand your audience
2. Determine the level of detail required
3. Avoid using slang, acronyms, and abbreviations
4. Hit the sell points more than once
5. Listen

Communication Selling

Make it about them



Body Language: Reading the Situation

- Glazed-over eyes
- Deer in the headlights
- Not asking questions
- Ambivalent reactions
- Sensing frustration
- Agitated due to timing

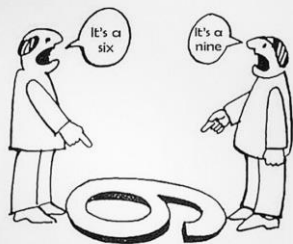


Overcoming Objections

- Be prepared they will come
- Listen to the objection
- Repeat the objection for clarity
- Understand their perspective

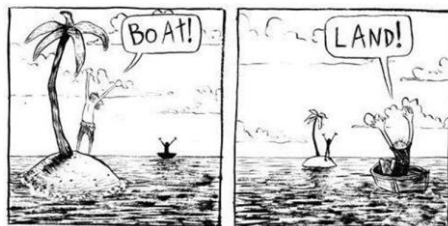
Acknowledge Perspective and Support Discussions

A MATTER OF PERSPECTIVE



Most problems won't exist if people **understood** the difference between argument and discussion.

ARGUMENT = Finding out WHO is right.
DISCUSSION = Finding out WHAT is right.



perspective...

Types of Objections

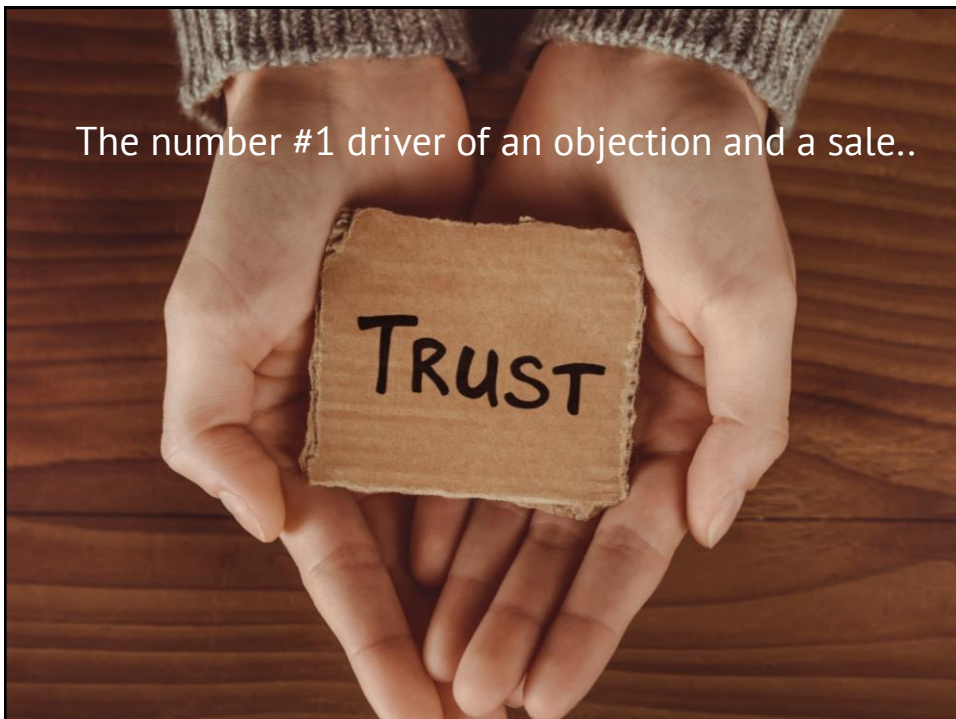
Fact-based

- I don't know if it will work as well as what we already have
- Why would a utility pay me to use LESS of their product?
- Will this disrupt the workplace?
- Are the savings real?
- I don't understand my bill
- Who else uses this technology?
- Warranty?
- Who will service it when it breaks?

Stall Tactics

- I don't have time
- Who are you again?
- Come back next week
- Sounds too good to be true
- Might disrupt business flow
- It still works... why replace it?
- It's too close to Christmas
- I'm going on vacation
- Get me a proposal to look at

The number #1 driver of an objection and a sale..



Build Trust: Closing the Expectation Gap

