


SELLING ENERGY EFFICIENCY

Efficiency Works™

FRANKLIN
ENERGY

Agenda: Session II

- The Sales Process in Detail / Methods / Structures and Similarities / Loop Process
- Metering and Monitoring Your Customer Engagements
- Elevator Speech Defined and Quantified Related to Customer
- Breakout Experience 2: Development Of An Elevator Speech
- **Lunch Break**



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

The Sales Process in Detail

Methods/structures and similarities/loop process

Who Are You Talking To And Why Does it Matter?

In all opportunities, understanding the difference between an economic, technical, executive/corporate, User, and Commercial type buyer is crucial.



Economic

One driven by the financial payback:

- Simple ROI
- Life cycle costs
- Bottom dollar evaluation
- Typically final decision maker



Technical

One driven by the TECHNICAL Equipment

- Meets all the process and production needs, sometimes attracted in having the latest greatest, fastest, most powerful, most open architecture, ease of use, maintenance.



Executive/Corporate

One/many that will be looking for the overall health and strength of the company.

- Does the solution keep the doors open
- Will the offering make the workplace more attractive to the employees/potential clients
- Does this increase the overall bottom line \$/share or reduce the \$/widget that I am producing?

Who Are You Talking To And Why Does it Matter?

In all opportunities, understanding the difference between an economic, technical, executive/corporate, User, and Commercial type buyer is crucial.



USER Buyer

One who will operate and maintain the solution

- Understand details
- Features and benefits that will make the solution easier to operate and maintain



Commercial Buyer

One who gets the solution qualified

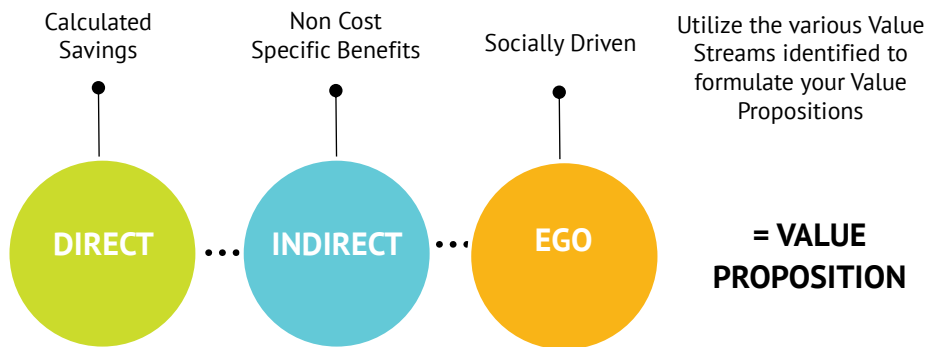
- Usually the purchasing representative. They will help establish purchase including terms and conditions of sale...gatekeeper

COACH

May/may not be available or exist in every opportunity

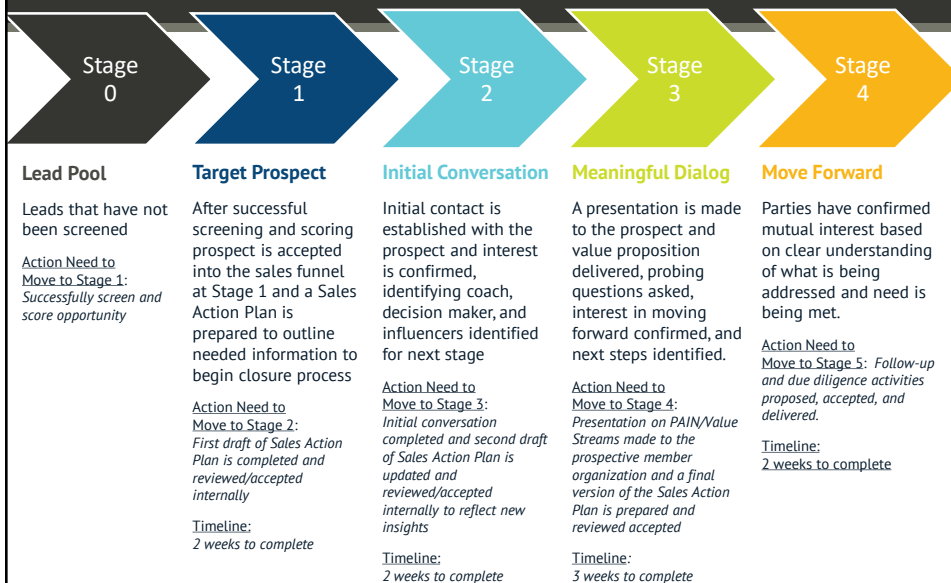
- *Will give you the good AND the bad*
- *Will help you identify Buyers and Value Streams*
- *Can be your eyes and ears when you are not present.*

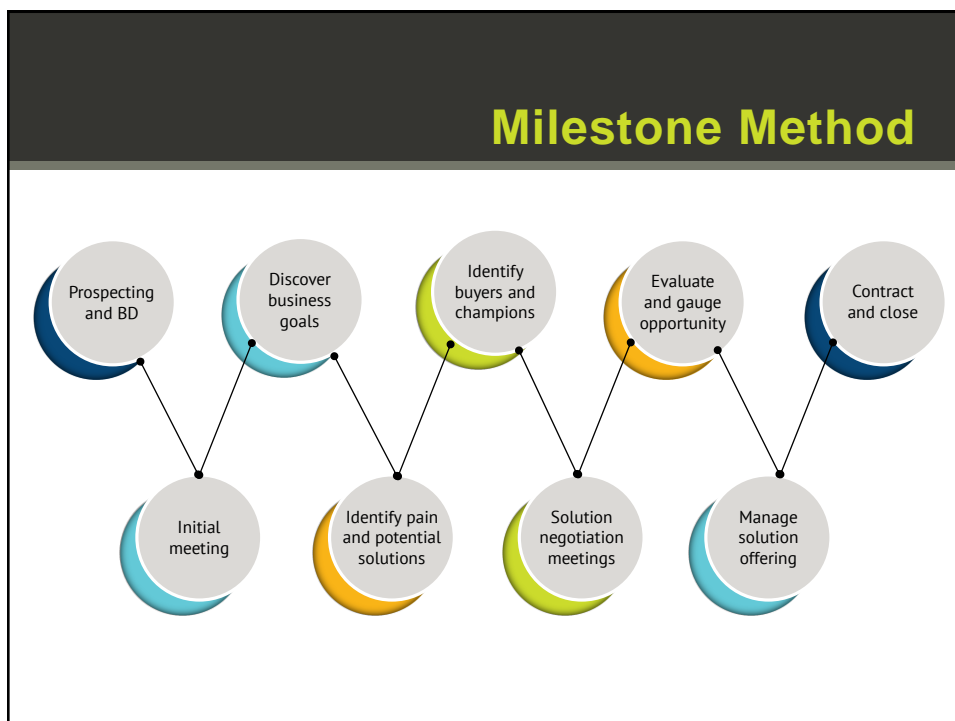
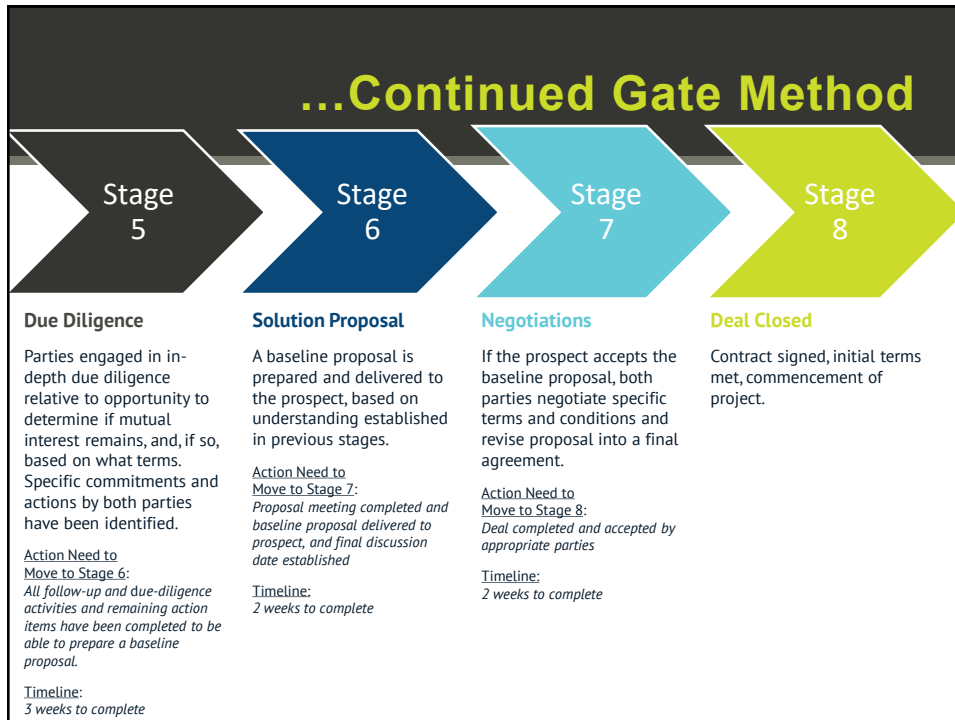
Value Streams



While identifying your Key Decision makers, also determine the Value Stream that is important to each and addresses their PAINS

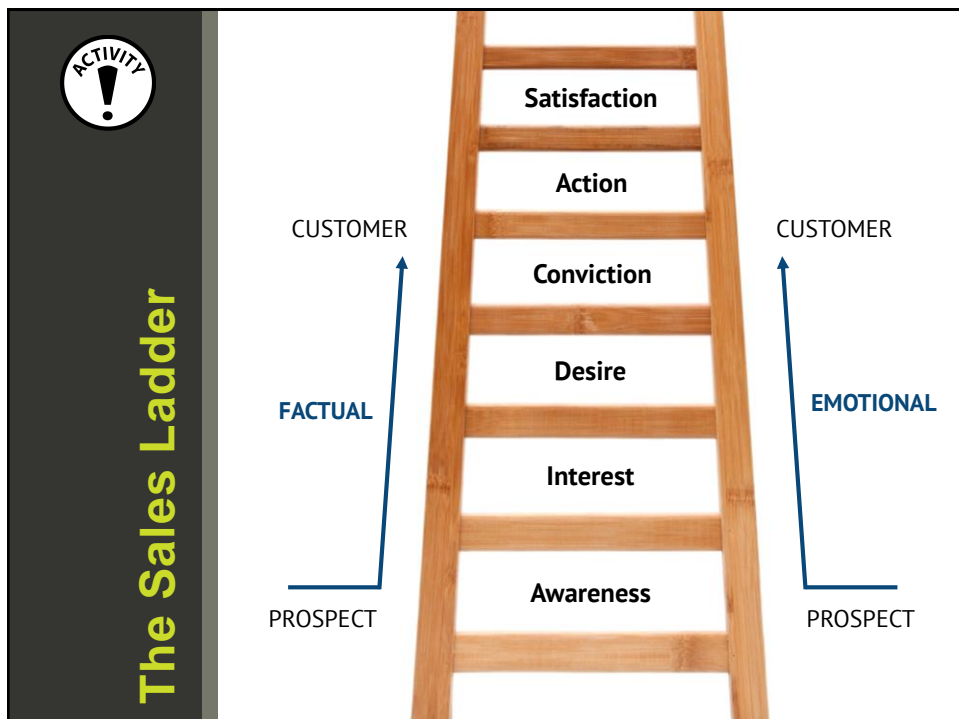
The Gate Method





Metering and Monitoring Your Customer Engagements

How this defines the sales ladder



Understanding the Franklin Energy Sales Process

PROSPECTING &
QUALIFYING

OPPORTUNITY
IDENTIFICATION

PRESENTATION

CLOSE

SUPPORT &
FOLLOW-UP

Prospecting

PROSPECTING &
QUALIFYING

OPPORTUNITY
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SUPPORT &
FOLLOW-UP

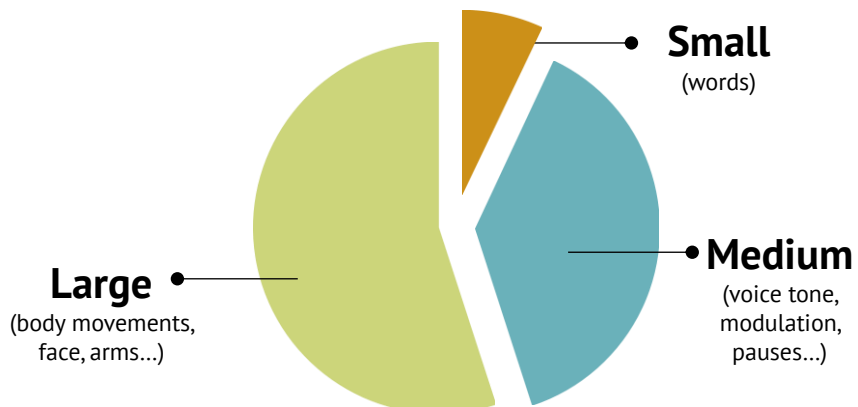
- Disciplined on-going activity
- Recon – Do your homework
- Identify Key Decision Makers....Economic, Technical, User, Commercial
- Identify Accompanying Value Streams....Direct Indirect, Ego
- Must know your Elevator Speech



- Scary
- Fear of the unknown
- Fear of dealing with hostile prospect
- Internal fears
- Memory of a recent “bad” call haunts you



Voice Mail Example



Hello, this is *(your name)*. I'm calling about *(what you're calling about)*.
Sorry I missed you. Please call me at your convenience. I can be reached today at *(leave your number)*.
Thank you.

Qualifying

PROSPECTING &
QUALIFYING

OPPORTUNITY
IDENTIFICATION

PRESENTATION

CLOSE

SUPPORT &
FOLLOW-UP

- More recon - Do your homework
- You are talking with the decision makers
- You are asking strategic questions.

WHO IS YOUR AUDIENCE?

Elevator Speech

- Elevator speech defined and quantified related to customer
- Who here has one? Do you need multiple or just one?
- What information do you need to uncover before you schedule a face-to-face meeting to determine if the opportunity is worth pursuing?
- WE WILL BE DEVELOPING ONE LATER...

Quick Overview

- Do you need an elevator speech? ✓
- Goal(s) ✓
- Audio, visual, and emotional perception ✓
- Preparation and brainstorming ✓
- Creation ✓
- Key questions ✓
- What NOT to say ✓
- The three P's...Practice, Practice, Practice ✓

Opportunity Identification

PROSPECTING &
QUALIFYING

OPPORTUNITY
IDENTIFICATION

PRESENTATION

CLOSE

SUPPORT &
FOLLOW-UP

- Gather Information
- Engagement with decision maker(s)
- Probing questions
- Uncover needs
- PAIN clarification

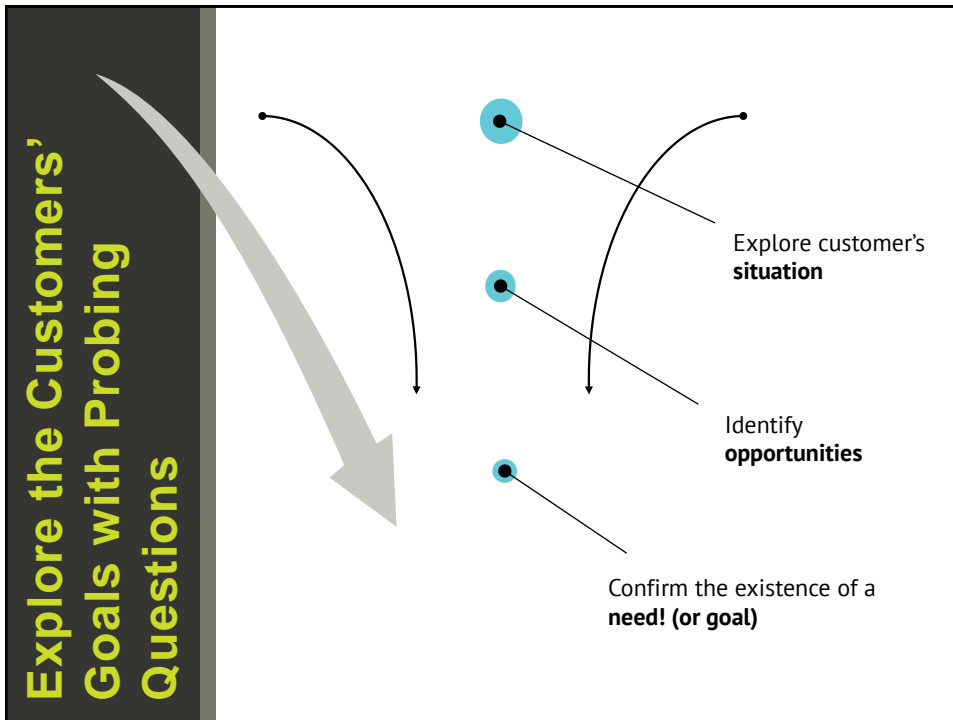


Find the Meaning Behind the Meaning

“Nobody who bought a drill,
wanted a drill.”

They wanted a hole.

How do we know what the
customer really needs?



Probing Questions

Exploratory

- What system do you have for...
- How do you determine...
- Where do you see...
- What are your biggest challenges...
- How comfortable are you with...
- What is working well....
- Do you anticipate growth.....

Opportunity

- How well is that working...
- What trouble have you had...
- How successful has that approach been....
- What do you think about...
- What other options are you considering...
- How much support is there at the...

Probing Questions (Closed vs. Open)

Closed Questions (Yes / No)

- Do you want to go ahead and...
- Is it ok with you if we...
- Are you ready to...

BETTER →

Open Questions

- How do you feel about moving ahead with...
- What do you think about...
- How ready are you to...

This is where you enhance your rapport with the customer. It is an opportunity to establish common ground. It is also the timeframe where one can establish that there is NOT an opportunity and can disengage without burning bridges...



Practice Probing Questions: Case Study 1



You are meeting with Tom Tipper after an initial phone call. He is the owner of a medium-sized industrial facility, where they are specializing in manufacturing Tip-ups for ice fishing. Business was great a few years ago which prompted the move into a larger, but older building. Sales have slowed and their energy costs are 60% higher than they were in the smaller building. There are numerous opportunities available, but Tom struggles with budgets and keeping the doors open.

Please write down some probing questions to ask Tom to determine his goals and your ability to address his needs. Be prepared to respond with Opportunity questions as follow-up.





Questions to Ask Yourself

- What key criteria is MOST important to your customer?
- What key criteria is LEAST important to your customer?
- What are the things that could cause you to lose the project?
- Have I identified and connected with ALL key decision makers...Economic, Technical, User, Commercial



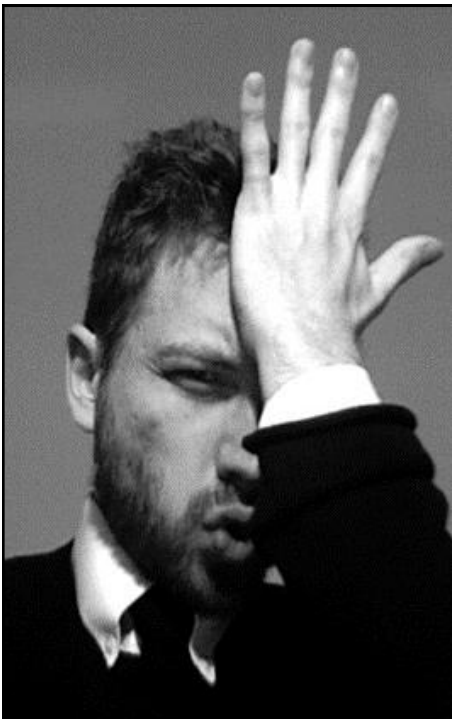
Closing Essentials

- Find the decision maker
 - Who makes the decisions in your organization or department?
 - How do you go about making decisions like this?
 - What's the protocol for pulling a trigger on a job like this?
 - Are you ultimately responsible for this decision?
- Recognize the buying window
 - Ask about project timelines.
 - Ask about decision making timelines.
- Utilize your resources
 - **Champion Relationships, Partners, Coaches**



Closing Essentials

- Create a sense of Timeliness
 - Opportunity time-line
 - Promotions
 - Technology standard changes
 - Cost of waiting or doing nothing
- Asking them “Yes” questions
 - Choice of “yes” or “yes”
 - “Would you like to talk on Wednesday or Thursday?”



Closing Mistakes


- Bad attitude
- Not listening
- Not Connecting with all decision makers
- “One size fits all” approach
 - Don’t sell your agenda
- Uncertainty about post project activities
 - You’ve got the support you need
 - Confidence builds trust – trust builds sales



Things That Can Kill a Project

- Disruptions to work place
- Fear of the unknown
- Lack of confidence in savings
- Limited access to capital
- Vague understanding of true impact
- Lack of time to make a good decision
- Bottom line responsibility (CFO, Plant Manager, Maintenance Manager)
- It's still working....why replace it?
- And sometimes....You.

Support & Follow-Up



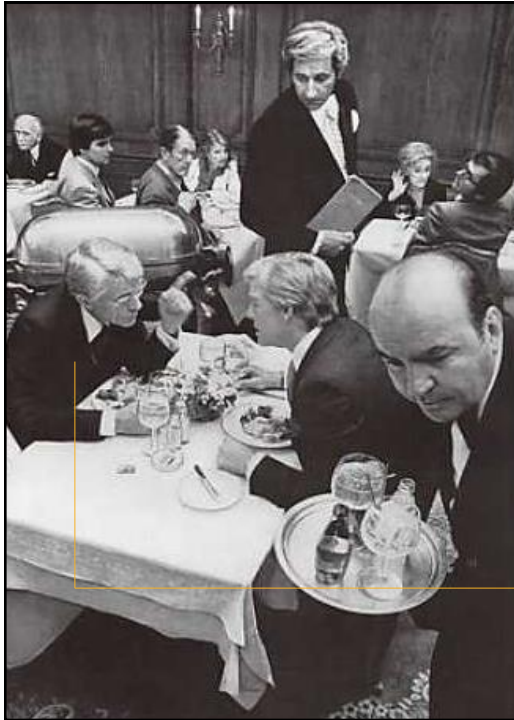
- Contact without being a pest
- Set expectations and deliver
- Take time to plan for long term



Finish Strong

- The Last Impression
 - Promote clarity, bring simplicity
- The Value Proposition
 - Focus on the benefits
 - Resolve PAINs
- Is there anything else I can do for you before I leave?
- Let them know what you've done and why.
- Let them know about the follow-up process
- The Exit Speech

Breakout Experience 2: Development of an Elevator Speech



First Impression

- Elevator Speech
 - Sharp as a tack
 - Enthusiastic as heck
 - Figure of authority
- A person worth listening to

When E.F. Hutton speaks,
people listen

Elevator Speech Components (Simple Ladder)

Attention

(Get their attention
and make them
aware)

A

Interest

(Customer definitely
shows interest in
possibilities)

I

Decision

(Customer makes
the decision to
do a project)

D

Action

(Customer takes
next step)

A

Elevator Speech Preparation

With whom are you speaking?

- Gate keeper or decision maker

Objective

- Agree there is an Interest
- Agree it has bearing on their position
- Agree to continue the business conversation

Approach

- Opportunistic call (phone or in person)
- Intentional Marketing
- Referral



Creating Your Elevator Speech

Introduction

- Permission question

Summary

- Qualifying question

Hook & close

- Assume the sale

Answer questions

- Close

Overcome objections

- Close

Tell a story - paint a picture

Hook and Close

Answer these questions

- How does my solution address their PAIN?
 - What makes it unique?
- Why should your prospect participate?
 - What's in it for them?
 - What can we use to create urgency?
 - What do you find exciting about what you do?



Successful Elevator Speech

Invitation to continue the business conversation

- Build rapport & trust
- Gather intelligence
- Control the process



**Use your best judgement in all
situations. There will be no additional
rules.**

Nordstrom Employee Handbook

