EMPOWER your customers to say:

YESI



Go Greener Academy

Sales Training & Resources for NEIF-Approved Contractors

Leverage NEIF's Energy Efficiency Financing to Drive Your Fall/Winter Sales

Go Greener Academy 09/13/2002

Presented by: Ed Matos VP-Business Development



From NEIF- The National Leader in Energy Efficiency Financing

- The NEIF Seal of Approval for Contractors means:
- Access to <u>all</u> NEIF's financing programs
 - Special **utility and government programs** for targeted improvements
 - **No Contractor-Fee** EnergyPlus financing for all types of home improvements
 - Small Business and **Commercial Financing** and **Rebate Advance** Funding
- **Reputational enhancement** for your company by association with the nation's only Certified B-Corp, US DOE Home Improvement Expert and FORTIFIED partner lender
- **Benefit from NEIF's Alliances** with green banks, utilities, manufacturers & associations for special insights and programs
- **Expert sales training, sales tools and support** for your team to increase closing rates
- **Marketing and branding programs** to help you differentiate your company, broaden your market and promote fair, trusted affordable financing options to your customer







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- Best practices on setting the stage for booking initial appointments
- Utilizing the right tools and presentation to reinforce your message as an energy efficiency expert
- Language to use to increase your chances of a one-call close





"Approaching the prospect properly is the key. Opening the sale takes more finesse than closing. Closing becomes the natural outcome of opening the sale properly and going through the steps in your process."

-Chris Lytle ("The Accidental Salesperson")

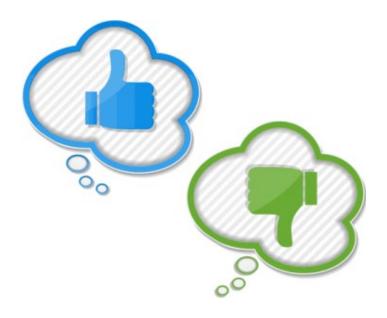


It All Starts with the Phone...





YOU NEVER GET A SECOND **CHANCE TO MAKE A GOOD** FIRST **IMPRESSION**.







Take your time to engage the client in the process, let them know what to expect, and get them excited.

- Build Rapport
- 3rd Party Validation
- Explain the Process or Program
- Set Expectations
 - Introduce Monthly Payment Options!



Language, Language, Language...











"At the conclusion of your assessment your home energy specialist will provide you with the right **solution** to make your home more comfortable and energy efficient. He/she will also provide you **a set of affordable monthly payment options to** so you can set things in motion to have your system installed and be saving money this winter.

Does that sound like a plan?"



Agreement Theory!







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Create a SALES PROCESS that builds value and stresses benefits.

- Slide presentations: Laptop, IPad, tablet
- Talk in terms of average job size to avoid sticker shock
- Always position in terms of monthly payments
- Leverage savings, rebates & incentives



Simple Agreement Questions



- Does that make sense?
- Does that sound good?
- Makes sense right?
- Sound like a plan?
- You can see how...?



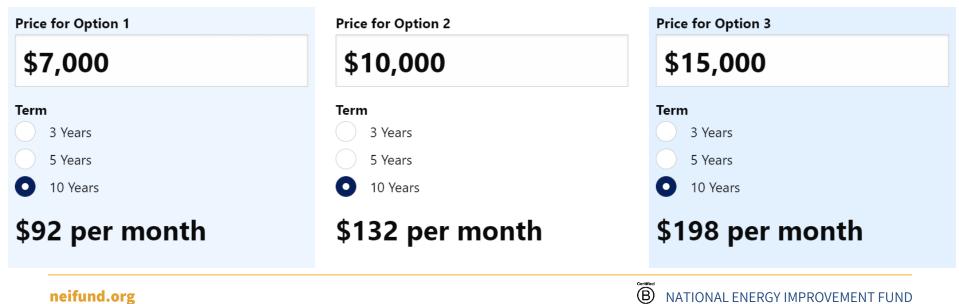
Monthly Payment Calculator







Use this Monthly Payment Estimator to compare different options for qualifying EnergyPlus financing from the National Energy Improvement Fund.



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One Call Close





It's all about how you...?



"Ok so I certainly want to make sure you get on our calendar before winter. That's everything with regards to your project and numbers. So what do you guys think, does this sound like something you want to do?"



Training & Program Contacts at NEIF





- NEIF specializes in working with contractors to integrate fair, transparent financing into their sales process to help increase the affordability of energy efficient upgrades
- We offer on-site and on-line training for contractors and their sales teams



Ed Matos, VP Business Development ematos@neifund.org 201-618-0878

Randy Bak, Senior Director - Business Developmentrbak@neifund.org978-766-7348

Chris Schielke, Senior Director – Business Developmentcschielke@neifund.org646 315-0469

Jensen Handwork, Senior Director – Commercial Programs & Training jhandwork@neifund.org 720 689-2288

Contractor Support Teamcontractors@neifund.org484-

484-838-5460 Option 3

Tessa Shin, VP Lending and Programs tshin@neifund.org

Peter Krajsa, Co-Chair and Founder pkrajsa@neifund.org

Matthew Brown, Co-Chair and Founder mbrown@neifund.org

Laura Nelson, COO Inelson@neifund.org

