

EMPOWER your customers to say:

YES!



Go Greener Academy

Sales Training & Resources
for NEIF-Approved Contractors

Drive Sales of Commercial Energy Efficiency with Financing

Go Greener Academy
11/15/2022

Presented by:
Chris Schielke
Senior Director,
Business Development

From NEIF- The National Leader in Energy Efficiency Financing

- The NEIF Seal of Approval for Contractors means:
- **Access to all of 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



Go Greener.
Affordably.



Today's Session



Go Greener
Academy
Sales Training & Resources
for NEIF-Approved Contractors



- Why use financing to sell more?
- What is the optimal way to close a project?
- What systems are in place for NEIF-Approved Contractors to utilize?

Why Use Financing to Sell More?



Go Greener
Academy
Sales Training & Resources
for NEIF-Approved Contractors



Why do we care about financing?

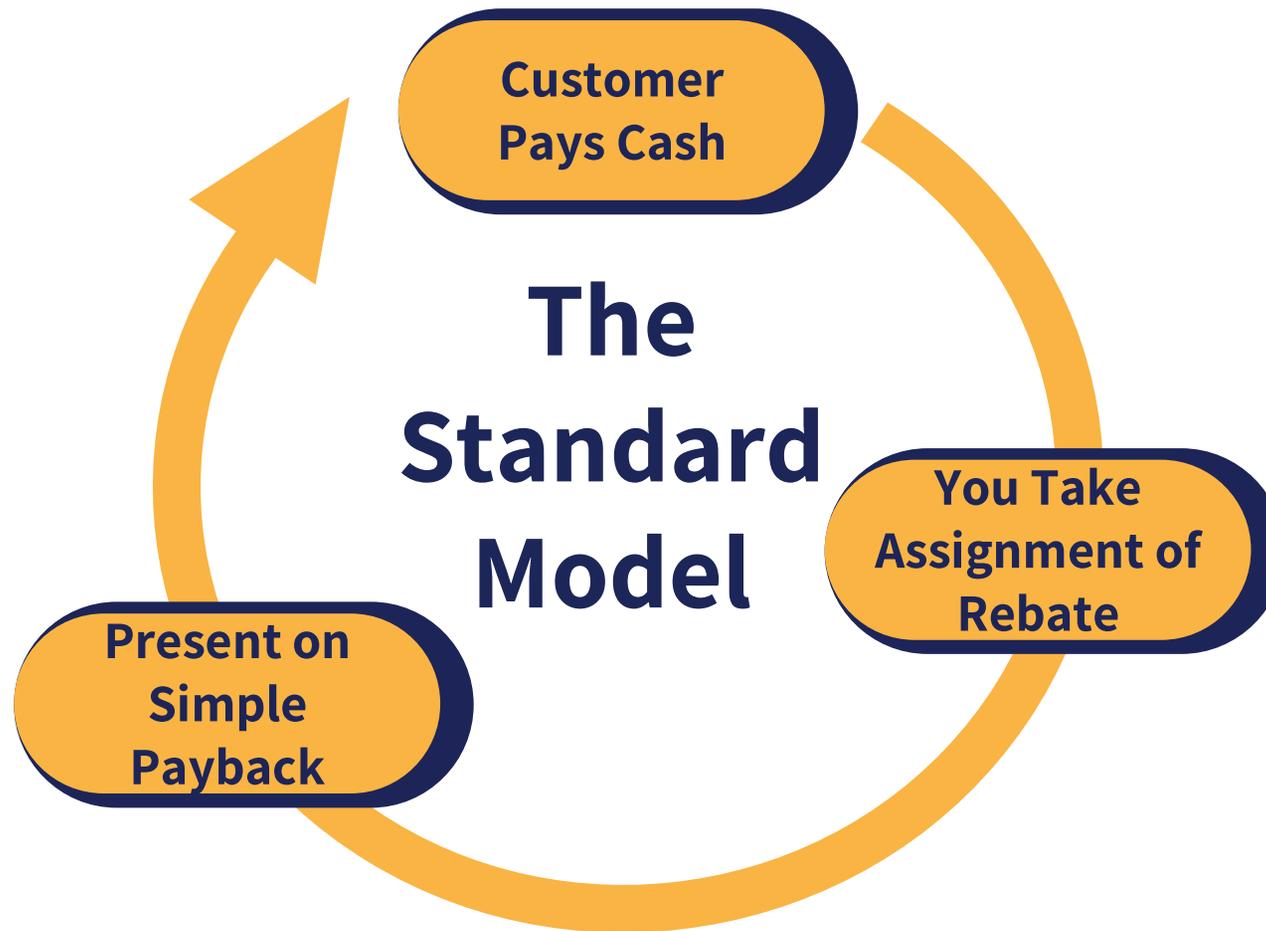
- You will sell more if you include financing in every proposal
- If you're not selling with financing, your competitor is



How to Propose More Energy Efficiency Projects Now?



Go Greener
Academy
Sales Training & Resources
for NEIF-Approved Contractors



But sometimes The Standard Model is not enough
And that's what NEIF financing is all about.

No Capital for the Project?



Go Greener
Academy
Sales Training & Resources
for NEIF-Approved Contractors



In The Standard Model, with **no capital**:



THE OUTCOME: YOU PERFORM A SALES AUTOPSY

What Options Do You Have?



Go Greener
Academy
Sales Training & Resources
for NEIF-Approved Contractors



NATIONAL ENERGY IMPROVEMENT FUND
A Certified B Corp™

In The Standard Model:



NONE OF THESE ARE GREAT OPTIONS

BETTER YET . . . OFFER FINANCING

**NEIF is the approved
finance company for
several utilities**

**NEIF uses multiple
capital partners to
offer the best rate**

The Benefits of Offering Financing



Go Greener Academy
Sales Training & Resources
for NEIF-Approved Contractors



Provides customer with options and continues the engagement



NEIF financing covers 100% of project costs



Prefunding typically available



Avoid pitfalls of capital expenditure and project delays



Work with someone you can trust! NEIF is a Certified B Corp.



Close more deals and sell higher efficiency equipment

First Steps to Offer Financing



Go Greener Academy
Sales Training & Resources
for NEIF-Approved Contractors



STEP 1

Become an NEIF-Approved Contractor

STEP 2

Create Monthly Payment Proposals

STEP 3

Discuss Financing with ALL your customers

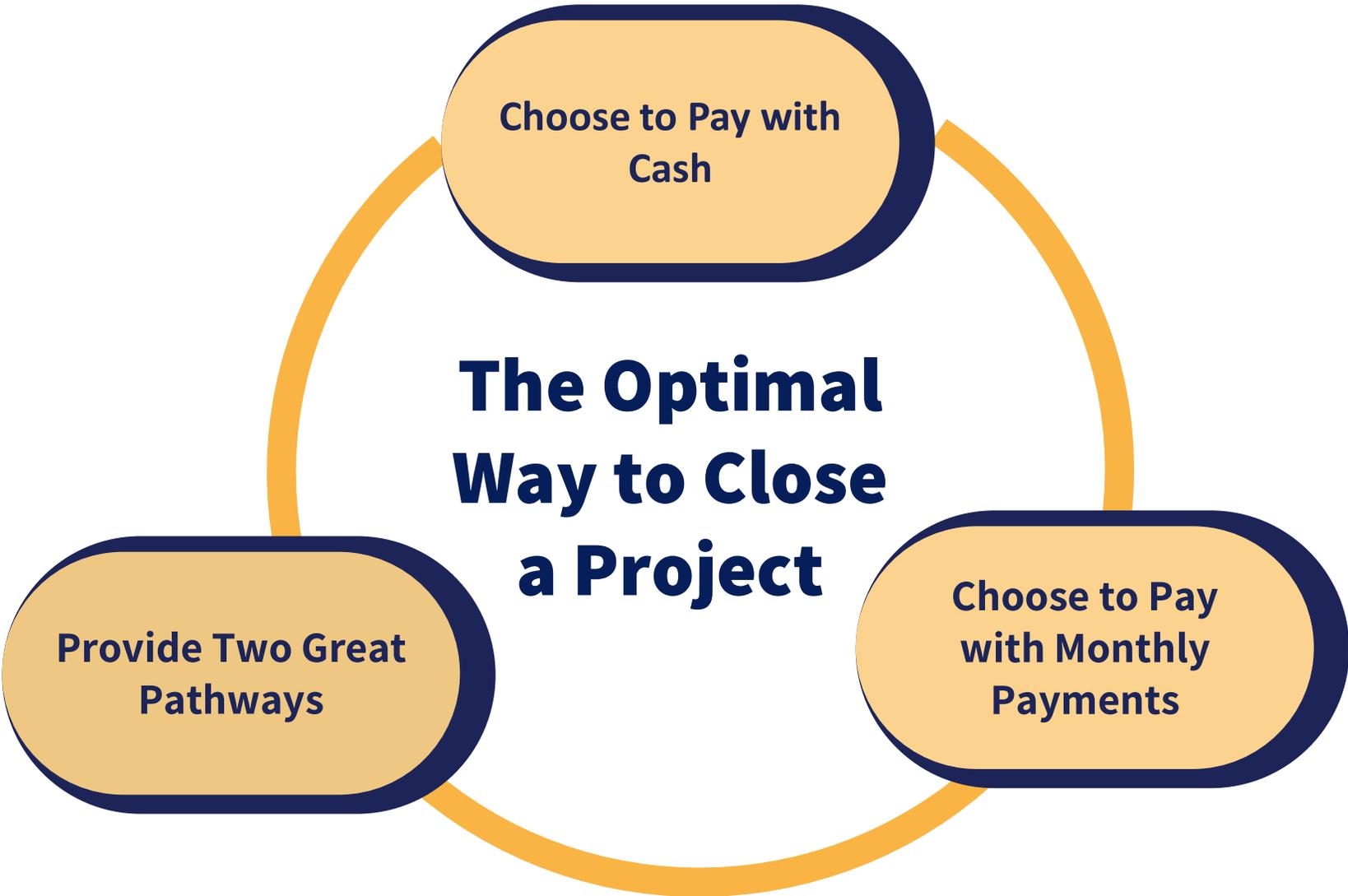
Monthly Payment Estimates ⓘ Show/Hide Monthly Cash Flow results Offer 3-Month Deferred Payment Plan (5yr only)

Term	Monthly Energy Savings	Monthly Payment	Net Monthly Cash Flow
<input checked="" type="checkbox"/> 2 years - 24 months	\$2,083.33	\$3,229.82	-\$1,146.49
<input checked="" type="checkbox"/> 3 years - 36 months	\$2,083.33	\$2,181.94	-\$98.61
<input checked="" type="checkbox"/> 4 years - 48 months	\$2,083.33	\$1,676.56	\$406.77
<input checked="" type="checkbox"/> 5 years - 60 months	\$2,083.33	\$1,377.84	\$705.49
<input checked="" type="checkbox"/> 6 years - 72 months	\$2,083.33	\$1,184.71	\$898.62

Offering a Cash Bonus and Financed Monthly Payment



Go Greener
Academy
Sales Training & Resources
for NEIF-Approved Contractors



How to Offer Financing



Go Greener Academy
Sales Training & Resources
for NEIF-Approved Contractors



NEIF
NATIONAL ENERGY IMPROVEMENT FUND
A Certified B Corp™

Build a Financing Proposal in the **NEIF Commercial Portal** (Be sure to add project cost, rebate, and energy savings)

Take monthly payment calculations and **snip into your proposal** below Executive Summary

Offer both pathways to increase your close rate

NEIF Commercial Energy Finance

Monthly Payment Proposal for Lakeside LLC

Project Summary

Sam Jones of ABC Lighting, has engaged the National Energy Improvement Fund, LLC to offer a monthly payment plan for your project. The figures on this sheet explain the payments and savings calculated specifically for your project. If you are interested in moving forward with this offer, let us know and we will submit your project for approval.

Please note: Monthly payment estimates are subject to credit review.

Project Cost Overview	
Project cost:	\$125,000.00
Incentives:	\$0.00
Net:	\$125,000.00

Project Saving Estimates

Annual Savings: \$30,000.00 Projected energy cost savings over one year

10 Year Savings: \$300,000.00 Projected energy cost savings for ten years

6 Months Cost of Delay: \$15,000.00 Forgone energy cost savings if you wait 6 months to install the project

Monthly Payment Estimates*

Term	Monthly Energy Savings	Monthly Payment	Net Monthly Cash Flow
2 Years	\$2,600.00	\$5,702.57	-\$3,202.57
3 Years	\$2,500.00	\$3,896.32	-\$1,396.32
4 Years	\$2,600.00	\$2,993.86	-\$483.86
5 Years	\$2,500.00	\$2,456.91	\$43.09
6 Years	\$2,500.00	\$2,109.58	\$390.42
7 Years	\$2,500.00	\$1,865.88	\$634.12

*The proposal uses projected energy and maintenance savings data provided by your contractor. Many factors can affect the energy savings estimates as well as the realization of these estimated savings once the project is installed. National Energy Improvement Fund, LLC does not guarantee savings and encourages the customer to review these numbers with their contractor.

Next steps

- 1 Review this offer and either click the **I am Ready to Apply** button in your email, or notify your contractor that you want to move forward with this offer.
- 2 You will receive an email with a link to a secure online application within one business day.
- 3 Receive notification of approval, sign closing docs, and begin equipment installation.

Questions about this quote or next steps?
Contact the National Energy Improvement Fund, LLC (NEIF)

Phone: (726) 734-7673
Email: commercial@neifund.org

Thank You!



LET US HELP YOU CLOSE MORE BUSINESS!

Any questions? We'd love to hear from you.



Chris Schielke,

Senior Director of Business Development

P: (646) 315-0469 | **E:** cschielke@neifund.org

Training & Program Contacts at NEIF



**Go Greener
Academy**
Sales Training & Resources
for NEIF-Approved Contractors



- 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

