

EMPOWER your customers to say:

**YES!**



# Go Greener Academy

Sales Training & Resources  
for NEIF-Approved Contractors

Selling Energy Improvements  
Strong through the Shoulder  
Seasons!

Go Greener Academy  
2/15/2023

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 all 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



- Creative ways to utilize your marketing
- Connecting your marketing strategies to your sales team
- Tips and tactics for your salespeople in the home

## Align Your Marketing with Your Goals

- Run Seasonal Promotions
- Utilize Email Marketing
- Implement Calling Campaigns



The DAIKIN logo features a stylized blue and black chevron symbol to the left of the word "DAIKIN" in a bold, blue, sans-serif font.

*Spring*  
**HOME COMFORT SALE**

**SAVE UP TO \$1,800**

ON A QUALIFYING FURNACE  
& AIR CONDITIONER

VALID: APRIL 1 – JUNE 30, 2021



# Email Marketing Campaigns

## Find Email Marketing Success with this Hierarchy of Steps



# Follow Through!



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Sales is **Cumulative**, so create an integrated, multifaceted outreach process, and...

## Hit the Phones!





## The Magic Email

### Subject Line: Quick Question

“John, I still have you on my ‘waiting for’ list of people I’m expecting to hear from. Am I still on your radar? -Ed

- Chris Lytle, “The Accidental Salesperson”





## Create Urgency!!!

“We are starting to get booked out, so let’s get this signed and get you on the calendar so you are comfortable and saving energy the second it gets warm! Sound like a plan?”

“It’s a bit of a slow season for us now, so if you can agree to get this project started now, I can offer an additional 5% discount. Does that sound good?”

## Resource Links



### Email Marketing: “How to Create an Email Campaign from Scratch”

<https://www.salesforce.com/products/marketing-cloud/best-practices/email-marketing-campaigns/>

### Sales Book: “The Accidental Salesperson”

<https://theaccidentalsalesperson2012.com/>

# 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



**Ed Matos, VP Business Development**

[ematos@neifund.org](mailto:ematos@neifund.org)

201-618-0878

**Randy Bak, Senior Director – Business Development**

[rbak@neifund.org](mailto:rbak@neifund.org)

978-766-7348

**Chris Schielke, Senior Director – Business Development**

[cschielke@neifund.org](mailto:cschielke@neifund.org)

646 315-0469

**Jensen Handwork, Senior Director – Commercial Programs & Training**

[jhandwork@neifund.org](mailto:jhandwork@neifund.org)

720 689-2288

**Contractor Support Team**

[contractors@neifund.org](mailto:contractors@neifund.org)

484-838-5460 Option 3

**Tessa Shin, VP Lending and Programs**

[tshin@neifund.org](mailto:tshin@neifund.org)

**Peter Krajsa, Co-Chair and Founder**

[pkrajsa@neifund.org](mailto:pkrajsa@neifund.org)

**Matthew Brown, Co-Chair and Founder**

[mbrown@neifund.org](mailto:mbrown@neifund.org)

**Laura Nelson, COO**

[lnelson@neifund.org](mailto:lnelson@neifund.org)