EMPOWER your customers to say:

YES!



Go Greener Academy

Sales Training & Resources for NEIF-Approved Contractors

Building Relationships in the Home to Increase Your Sales!

Go Greener Academy 5/16/2023

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 <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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- Tips and tricks to create better relationships with your residential customer
- Strategies to capitalize on each appointment in the home
- Best practices for leveraging homeowner relationships to get referrals





"Closing is a sales term which refers to the process of making a sale. Salespeople are often taught to think of targets not as strangers, but rather as prospective customers who <u>already</u> want or need what is being sold. Such prospects need only be "closed."

-Wikipedia









Need. Solution. Emotion.









Don't forget to...





Sales Mantra



Become a RELATIONSHIP EXPERT...

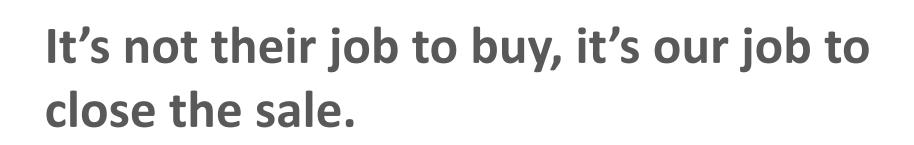
Create emotional connections by building relationships.

- Building strong relationships builds trust
- People buy if they trust and feel a strong rapport









- They *want* and *need* what we know is best for them.
- And what's best for them is best for us.







91% of customers say they'd give referrals. Only 11% of salespeople ask for referrals.

- Dale Carnegie



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Referral Process





Referrals are gold.





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1. Ask at the Audit 2. Ask at the Final Job QA or Walk-through 3. Post-job email to clients 4. Follow-Up Call 5. Track Monthly Referrals!



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



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