

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
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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



- 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 Sales



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“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 already *want* or *need* what is being sold. Such prospects need only be **"closed."**

-Wikipedia

Sales Process



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Need. Solution. **Emotion.**

At the Door



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Don't forget to...





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

Control the Conversation



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It's not their job to buy, it's our job to close the sale.

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

Referrals!



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

- Dale Carnegie

Referral Process



Referrals are gold.



Referral Process



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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



**Go Greener
Academy**
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- 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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