#### **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







#### neifund.org





- 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...

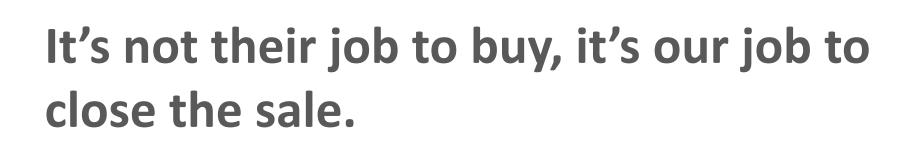
Create emotional connections by building relationships.

- 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



neifund.org

**Referral Process** 





## **Referrals are gold.**





neifund.org





## 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



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 Team contractors@neifund.org

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

