

EMPOWER your customers to say:

YES!



Go Greener Academy

Sales Training & Resources
for NEIF-Approved Contractors

How to Create a Winning Sales Process For Your Contracting Business!

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



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- The tenets of consultative, education-based selling
- Strategies for creating a replicable and repeatable sales process
- Steps for implementing and following through with your sales team

Closing Sales



“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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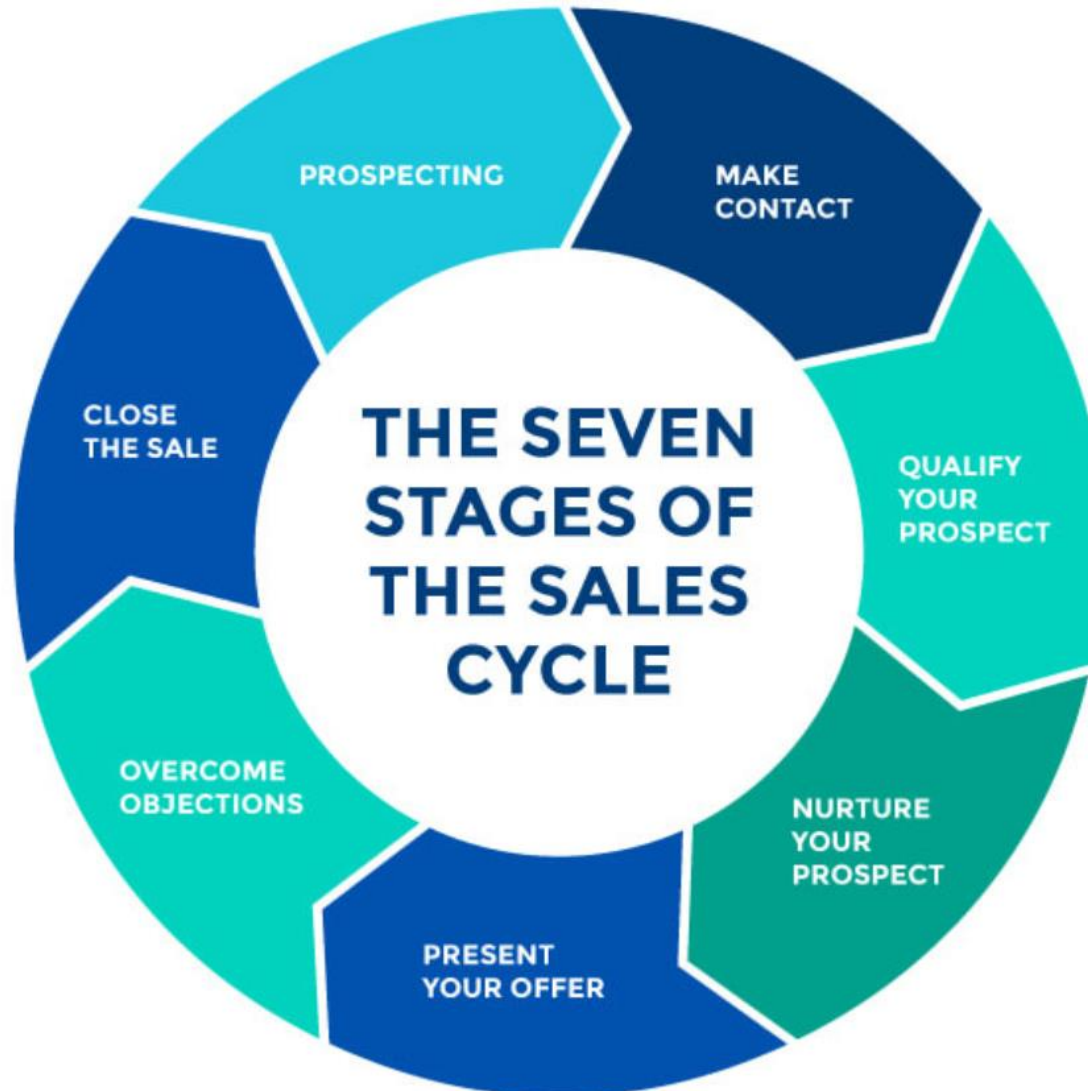


Need. Solution. **Emotion.**

Sales Cycle



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Qualify & Nurture



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<h1>B</h1> <p>BUDGET</p>	<h1>A</h1> <p>AUTHORITY</p>	<h1>N</h1> <p>NEED</p>	<h1>T</h1> <p>TIMING</p>
Can your prospect spend additional money?	Do you know the decision making person?	Does the prospect need to solve some problem?	Do they need a solution now or within a near time frame?

Present Your Offer



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Create a **SALES PROCESS** that builds value and stresses benefits.

- Slide presentations: Laptop, iPad, tablet
- Talk in terms of average job size to avoid sticker shock
- Always position in terms of monthly payments
- Leverage savings, rebates & incentives

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.



Training & Program Contacts at NEIF



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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



Ed Matos, VP Business Development

ematos@neifund.org 201-618-0878

Randy Bak, Senior Director – Business Development

rbak@neifund.org 978-766-7348

Trey Muffet, Senior Director – Business Development

tmuffet@neifund.org 415-812-8105

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

lnelson@neifund.org