

EMPOWER your customers to say:

YES!



Go Greener Academy

Sales Training & Resources
for NEIF-Approved Contractors

Creating a Winning Sales Culture!

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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- Identify proven ways to cultivate successful sales cultures
- Provide innovative structures to compensate and incentivize your sales force
- Discuss strategies for running exciting and effective sales meetings

What is Sales Culture?



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Sales culture is the attitude, behaviors and habits your sales team exemplifies at a particular time and place. An organization's sales culture is important when sales and appointments are up and when they're down. A positive, successful sales culture can bring out the best in your team.

- Jill Ulvestad, *Funnel Clarity*

Sales Culture Characteristics



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Consider the following **characteristics** to understand if your organization has a great sales culture and how to **continually improve** on it:

- Healthy Competition
- Continual Learning & Development
- Agile Mindset
- Recognition

Sales Culture Matrix



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SALES CULTURE

Creating a Great Sales Culture

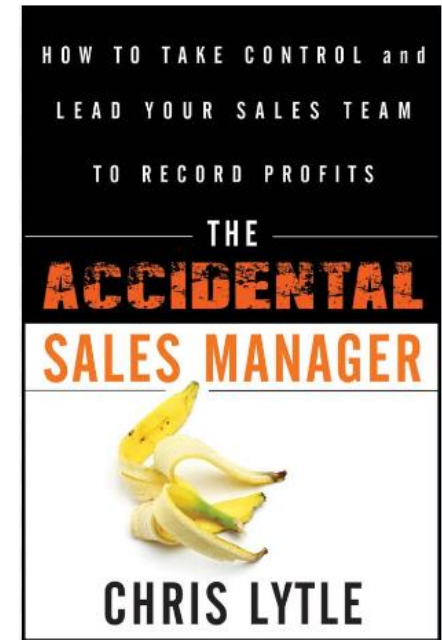


Sales Profession



“Professionalism connotes the idea of continual education and improvement. If you have the desire to learn and to hone your skills, you can strive to be a sales professional.”

- Chris Lytle





Create a **SALES MANAGEMENT PROCESS** that adds value to your **TEAM**:

- Motivating Compensation Structure
 - *Tiered Commissions!*
- Continual Sales Training
- Effective Sales Meetings
- Positive and Fun Team Atmosphere!

Referral Process



Referrals are gold.



Referrals!



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

- Dale Carnegie



Create a Team Referral Process

- Track Individual Referrals or Reviews
- Foster Healthy Competition
- Provide Small Incentives i.e ‘Gift Cards’

Together Everyone Achieves More



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



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