

EMPOWER your customers to say:

YES!



Go Greener Academy

Sales Training & Resources
for NEIF-Approved Contractors

Selling with Confidence in the Home!

Go Greener Academy
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Presented by:
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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 Buydown-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



- Tactics for overcoming the most common homeowner objections
- Strategies to getting more signatures in-person and leaving with a closed deal
- Ways to build your confidence and grow as a sales professional

The Starting Point!



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“For every sale you miss because you’re too enthusiastic, you will miss a hundred because you’re not enthusiastic enough.”

- Zig Ziglar



10 Tips to Build Confidence



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10 TIPS TO BUILDING CONFIDENCE IN SALES

- 1 Identify and Create a Sales Process
- 2 Practice and Improve your Sales Pitch
- 3 Follow Up on Open Deals
- 4 Be a Great Listener
- 5 Embrace Rejection
- 6 Learn from a Mentor
- 7 Review your Strengths and Weaknesses
- 8 Identify what Motivates You
- 9 Be Able to Walk Away
- 10 Prioritize your Wellbeing

Closing Process & Philosophy!



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1. Always close on same slide, same way and on the same line:

a. After Their Numbers

2. “So that’s everything with regards to your project and numbers. **So what do you guys think, does this sound like something you want to do?””**

3. If I get a YES I go right to pulling out the paperwork and signatures!

Monthly Payment Numbers



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FIND THIS ON YOUR CONTRACTOR GATEWAY

Use this Monthly Payment Estimator to compare different options for qualifying EnergyPlus financing from the National Energy Improvement Fund.

Price for Option 1

\$7,000

Term

- 3 Years
- 5 Years
- 10 Years

\$92 per month

Price for Option 2

\$10,000

Term

- 3 Years
- 5 Years
- 10 Years

\$132 per month

Price for Option 3

\$15,000

Term

- 3 Years
- 5 Years
- 10 Years

\$198 per month

Closing Process & Philosophy!



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4. If an objection...The goal is to get them talking.

5. “We have to think about it...”

a. “I understand, let me ask you what are the things you need to think about, what goes into your decision-making process?”

6. “We need to talk about it...” or “We never sign right away...”

a. “I understand, what do you guys think overall though, is this something you want to do?”

Closing Process & Philosophy!



7. “Do we have to tell you now...”

- a. “Yeah you definitely do! No, of course not. But yeah if we could talk through everything and you could let me know that would great. Listen, I definitely want you to be comfortable with everything, and with the program overall. Are any other questions or things you’re considering?”

8. What they are really saying is: they want **time to feel more comfortable** with everything.

- a. So provide for that time, it does not need to be 3 days or a week, what about 10-30 mins.

Closing Process & Philosophy!



9. “I want you guys to feel comfortable with everything. After kind of talking through things, what do you think, is this something we can move forward with today and get the process for the program started?”

10. Have to ASK for the business again!

Attitude is Everything



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“Attitude, not aptitude,
determines your altitude.”

- Zig Ziglar

