

EMPOWER your customers to say:

**YES!**



# Go Greener Academy

Sales Training & Resources  
for NEIF-Approved Contractors

Contractor Sales Management  
101: Get the Most out of Your  
Sales Team!

Go Greener Academy  
10/25/2024

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



- Running seasonal marketing campaigns to get more qualified leads
- Bonus and commission strategies to motivate your salespeople
- Creating cross company alignment to maximize your selling season

## Align Your Marketing with Your Goals

- Run Seasonal Promotions
- Utilize Email Marketing
- Implement Calling Campaigns
- PPC & Banner Ads



# Gift Card Marketing



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 **Avs Heating and Air Conditioning (6405 Dorset Dr, Alexandria, VA)** ...  
November 25, 2020 · 🌐

AVS Heating & Air is celebrating Thanksgiving holiday with our Cash for the Holidays promotion! It's the perfect time to get an HVAC tune up (and enjoy a little extra cash) with this special promo. From now until December 25th, we'll give you a \$50 Visa gift card with the purchase of every regular-priced HVAC tune-up! Don't miss out, contact us today to schedule.



**AVS**  
HEATING. AIR CONDITIONING.

May you enjoy a warm Holiday with your Friends & Family

*Happy Thanksgiving*

**BUY A HVAC TUNE-UP\* & WE'LL GIVE YOU A**

**\$50**  **GIFT CARD**

Schedule a Appointment Today  
703-457-9028 (VA) & 301-686-7129 (MD)

We are available 24 Hours X 7 Days

# Gifting Marketing



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## Free gift with purchase

Another [marketing idea](#) is to add HVAC-related gifts to your offerings, like a Wi-fi enabled smart thermostat, ceiling fan, cooling mattress pad, or even a new HVAC system. People love free gifts and new gadgets so this makes for excellent incentive to buy.

**GET \$1,250 OFF**  
**Any New Furnace**

**LENNOX**

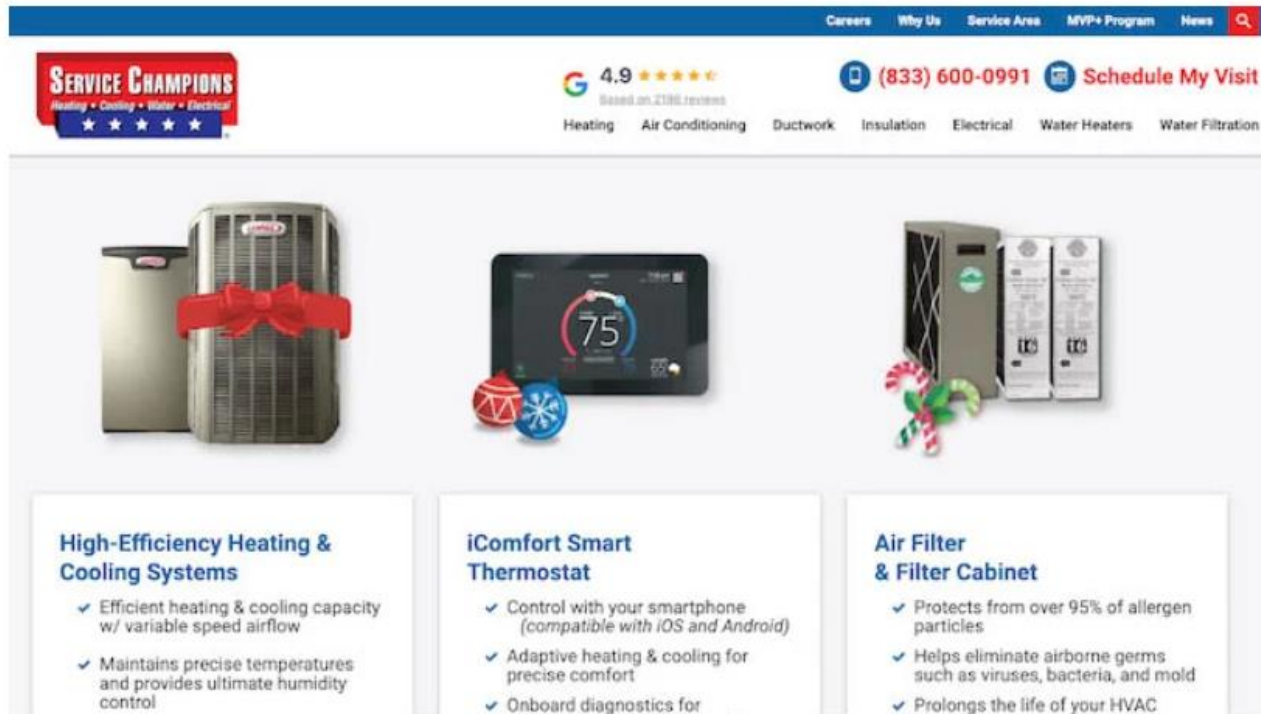
First 25 to call get a **FREE** Wi-Fi thermostat valued at \$600!\*

Must be installed by 12/31/2018 to qualify!

**Guaranteed best prices with Price Match Plus!**

## Add holiday graphics to your website

Whether you're running a holiday special or not, add graphics to your [website](#)—gift boxes, ribbons, snowflakes, you know deal. Not only does this show that you're an active business, but it can actually make your offers that much more appealing, even if they're regular price!



The screenshot shows a website header with navigation links: Careers, Why Us, Service Area, MVP+ Program, News, and a search icon. Below the header is a 'SERVICE CHAMPIONS' logo with 'Heating • Cooling • Water • Electrical' and five stars. To the right is a 4.9 star rating based on 2196 reviews, a phone icon with '(833) 600-0991', and a 'Schedule My Visit' button. A horizontal menu lists services: Heating, Air Conditioning, Ductwork, Insulation, Electrical, Water Heaters, and Water Filtration. The main content area features three product cards with holiday-themed graphics (red bows, Christmas ornaments, and candy canes):

- High-Efficiency Heating & Cooling Systems**
  - ✓ Efficient heating & cooling capacity w/ variable speed airflow
  - ✓ Maintains precise temperatures and provides ultimate humidity control
- iComfort Smart Thermostat**
  - ✓ Control with your smartphone (compatible with iOS and Android)
  - ✓ Adaptive heating & cooling for precise comfort
  - ✓ Onboard diagnostics for ...
- Air Filter & Filter Cabinet**
  - ✓ Protects from over 95% of allergen particles
  - ✓ Helps eliminate airborne germs such as viruses, bacteria, and mold
  - ✓ Prolongs the life of your HVAC

# Commission Incentives



## Align Your Team with Your Goals!

- Individual Monthly Bonus
- Q3 and Q4 Bonus Adder
- SDR Appointment Incentives
- Team or Company Celebration







## 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!



## The Magic Email

### Subject Line: Quick Question

“John, I still have you on my ‘waiting for’ list of people I’m expecting to hear from. Am I still on your radar? -Ed

- Chris Lytle, “The Accidental Salesperson”



## Create Urgency!!!

“We are starting to get booked out, so let’s get this signed and get you on the calendar so you are comfortable and saving energy the second it gets cold! Sound like a plan?”

“It’s a bit of a slow season for us now, so if you can agree to get this project started now, I can offer an additional 5% discount. Does that sound good?”

# 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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