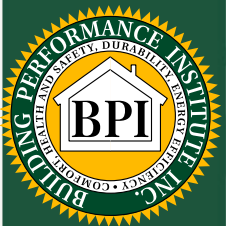




# Step 5 Training & Sales Support

Sam Flanery

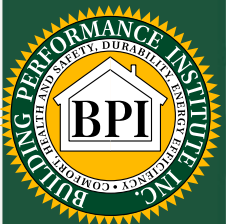
Principle: Building Science Academy



# Who makes the best HP salesperson?

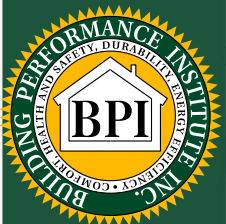
- People trained in building science.
- Construction Experience.
- People that can educate on a simple level.
- Good people skills.
- Do not use high pressure sales tactics.
- Honest and dependable.
- Love what they do and believe in it!
- Must have sold Value in prior job!

***People buy from people they like & who  
know what they are talking about!***



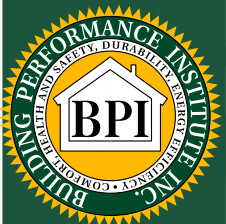
# Simple Requirements to Sell a Job

1. Return customer calls promptly.
2. A good start to conversation leads to a closed deal.
3. Make an appointment.
4. Keep the appointment to the minute.
5. Build trust and instill confidence.
6. Spend time educating your customer.
7. Evaluate the house with great interest .
8. Provide a proposal before you leave if possible.
9. Outline a time frame of the project.
10. Collect a deposit and schedule the job.



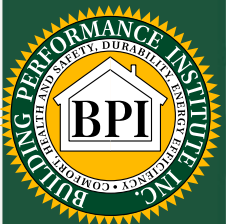
# Home Performance Sales

- A whole-house approach to retrofit existing homes for health, comfort and energy savings
- The homeowner interview is the first step to success as a performance contractor
- An energy assessment is *a physical* of the home to determine what *surgery* is needed and in what order **BASED** on **VALUE** of the **HOMEOWNER**



# The Homeowner Interview

- Show the customer your certifications
- Make a connection to your customer
- Identify the customer concerns and needs
- LISTEN TO THEM! (2 Ears and 1 Mouth rule)
- Determine the Level of Assessment needed based on customer needs
- Start the educational sales process
- Be a consultant performing an assessment not a contractor or energy auditor
- Explain what's next and define the time frame needed



# Contractor Performance & Incentives Matter

- Quality
- Sales Uptake
- Proposal Delivery
- Paperwork Processing
- Programs Should Monitor Performance
- The Best Contractors Should Get The Most Work

