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.
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