Selling “Whole Home Solutions”!
Define the Sales Process

1. At-The-Door Intro
2. Audit Integration
3. Supporting Sales Tools
4. Whole Home Solution Proposal
1. At-The-Door Intro

Take your time to engage the client in the process, let them know what to expect, and get them excited.

• Build Rapport
• 3rd Party Validation
• Explain the Program
• Set Expectations
Don’t forget to...
Build Rapport

Use the intro as an opportunity to start to build the relationship -- Social Grease.

• Who We Are: Company Elevator Pitch
• What We Do: Assessment Details
3rd Party Validation

Builds trust and credibility.

- Home Performance with Energy Star Program
- Columbia Gas of Ohio Program
Set Expectations

“At the end of the process I am going to sit down with you and our goal is to provide you with a ‘Whole Home Solution’ to make your home more comfortable and energy efficient.

Sound good?!”
Agreement Theory.
Simple Agreement Questions

• Does that make sense?
• Does that sound good?
• Makes sense right?
• Sound like a plan?
• You can see how...?
Utilize scripts as support to your sales process.

- Sit down and write out your Intro.
- PRACTICE on your own.
2. Audit Integration

“Selling is teaching. Teaching is selling. An educated customer buys your value proposition, whereas an uneducated customer buys on price.”

-Chris Lytle (“The Accidental Salesperson”)
Audit Integration

Consultative education based selling process.

• Balance between simple & technical.
• IR Walkthrough a MUST.
Selling with Infrared Camera
Selling with Infrared Camera

Example:

“So the way this works is the yellows are the higher end of the temperature and the blues are the colder. So here, if you look at this we are pointing it at your attic and you can see where it’s bright yellow, there is no insulation there and the heat is just coming right in the house. That’s the reverse in the winter and those are cold spots where the heat is just going right out the house. That’s exactly why we want to get in the attic, properly seal and insulate, so we can keep all that heat in your home in the winter and out in the summer. In doing this you’ll actually be more comfortable while using less energy. Does that make sense?”
3. Supporting Sales Tools

Highlight the work and stress the benefits.

• Slide presentations: Laptop, IPad, tablet.
• Experiential, analytical and visual learning.
Supporting Sales Tools

Get program and money questions out of the way so the closing can be focused on their solution.

• Talk in terms of average job size to avoid sticker shock.
• Always position in terms of monthly payments.
• Leverage savings, rebates & incentives.
4. Solution Proposal

No ‘Reports’ or ‘Lists of Recommendations’.

• Problem / Solution selling.
• Build your case, Build Value.
• Show pics of their home now vs. completed work.
Solution Proposal

Pitch the whole job and have a plan.

• Be prepared for objections.
• Sell on Financing & Monthly Payment.
• Less is more when it comes to financials.
It’s always about how you...?
Solution Proposal

Talk positively about big money or little savings.

- Leverage financing.
- Cash positive or net cost – it’s all good!
DEFINE your Process and Be CONFIDENT in Selling “Whole Home Solutions”!