

Home Performance Consultative Sales Primer

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OmStout
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THERE IS ALWAYS SOMEONE...



... WHO WILL DO IT CHEAPER!

\$80,000?



**Don't like
\$80,000?**



Thumbnail Bio: Mike Rogers



- Grew up in a residential contracting family – swearing that I’d never do this!
- Got degrees in engineering and business
- Led development and implementation of Home Performance with Energy Star
- Helped launch GreenHomes America
- Train and coach HP businesses



**Sales is
everything you do**



Consider Everything You Do. Does it help or hurt the Advisor in the home?

- Marketing supports the message?
- Phone call delivers enthusiasm and professionalism?
- Vehicles say “We’ll take care of your house?”
- Arrived on time?
- Online reviews support you?
- Previous customer happy?
- Did you keep the neighbor’s yard/ house clean during project?



7

Your Competition Sets a Pretty Low Bar

**Eighty percent of success is
showing up.**

--Woody Allen

*I'll circle back to this
in a bit.*



8

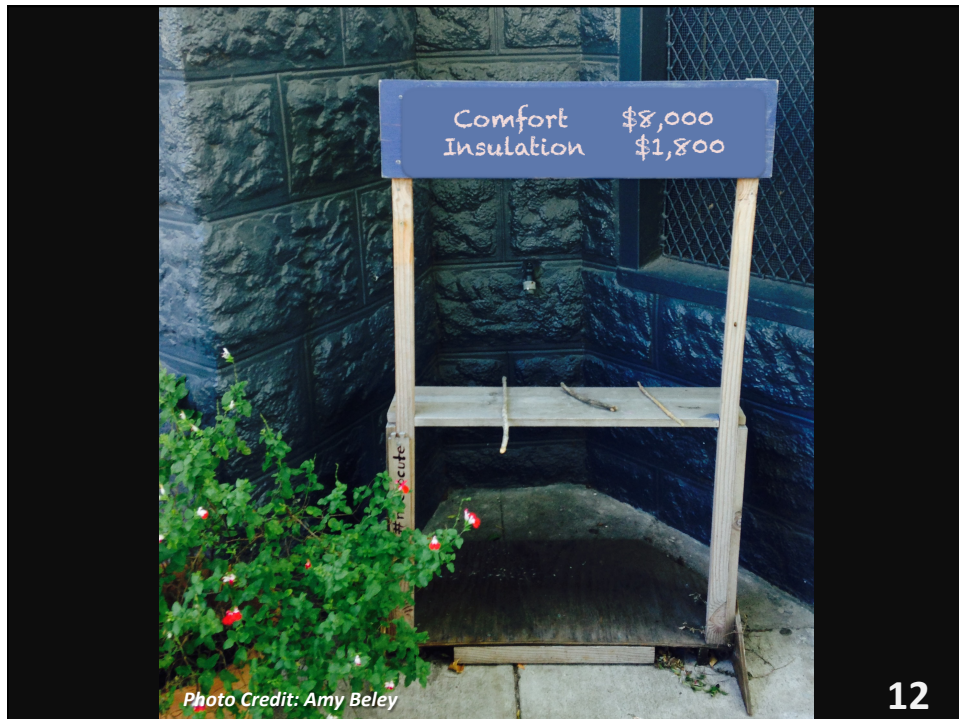


Don't Be the Stereotype!

- Answer the phone
- Return phone calls
- Show up on time
- (Call if you're running late.)
- Don't track doggie doo on the carpet
- Don't smoke in the house
- Don't let employees pee in the sink
- Clean up when you're done



11



12

**Benefits are much
more than
energy savings!**

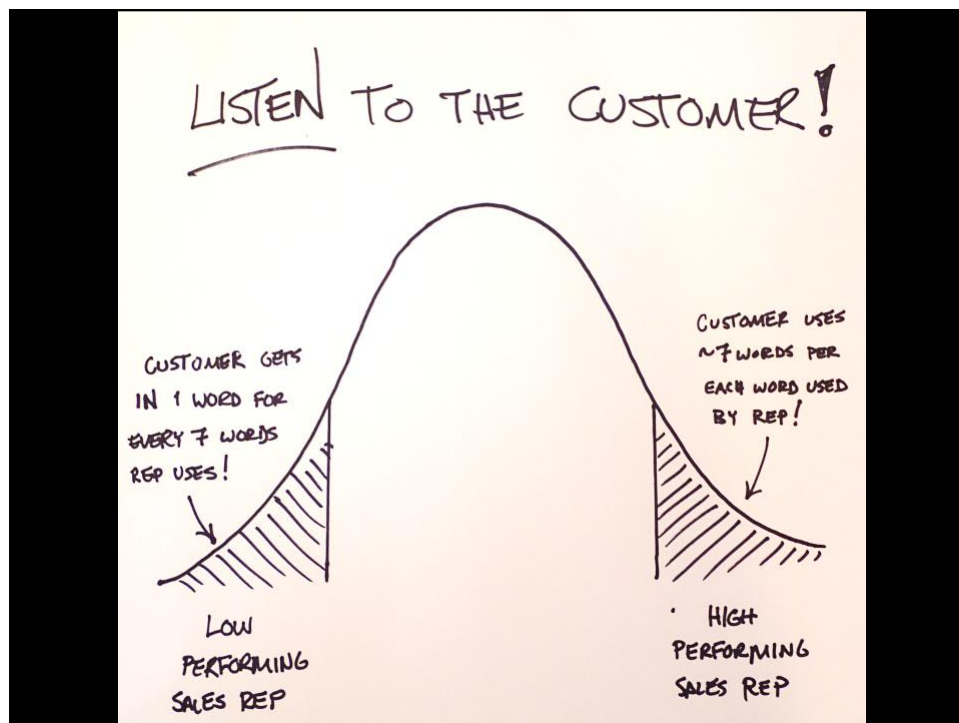


*People don't want heating
fuel or coolant, people
want cold beer and hot
showers.*

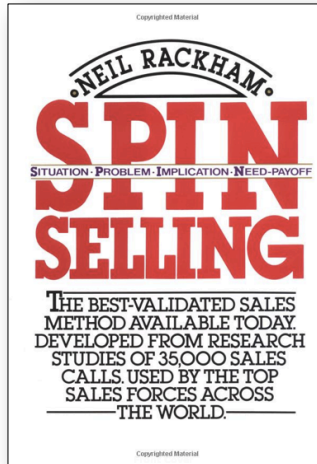
—Amory Lovins

Consultative Selling

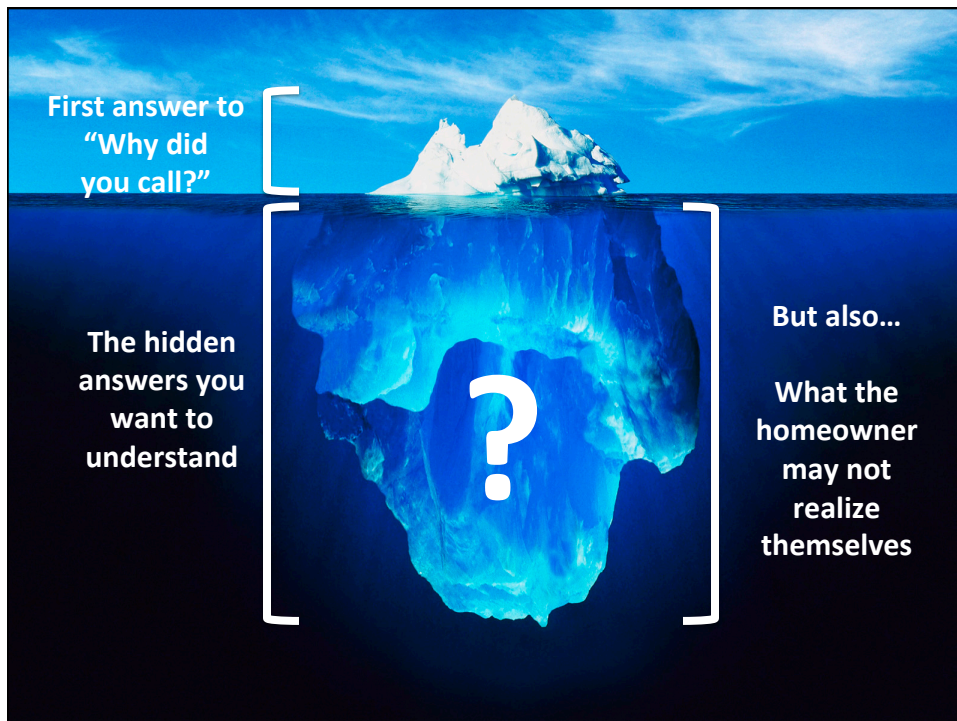
An approach where you carefully position yourself as—and actually behave as—an objective, trusted advisor



Asking and Listening as the Foundation of Your System



17



Factual Questions

- Absolutely necessary!
 - But focusing on these questions prevents you from getting to the more important questions.
- ➔ **Do your homework**—get as many of these questions answered before you show up. (square footage, age of house, ownership, etc.)



19

Problem-Focused Questions

- Help tease out real issues and real motivators!
- You can't provide a solution if you don't know the problem.
- "Prescription before diagnosis is malpractice"...and this applies to customers' concern, not just technical problems.



20

Example Implication Questions

- *How much are you paying to heat the house and still run the space heaters?*
- *What happens when your bedroom gets too hot to sleep in the summer?*



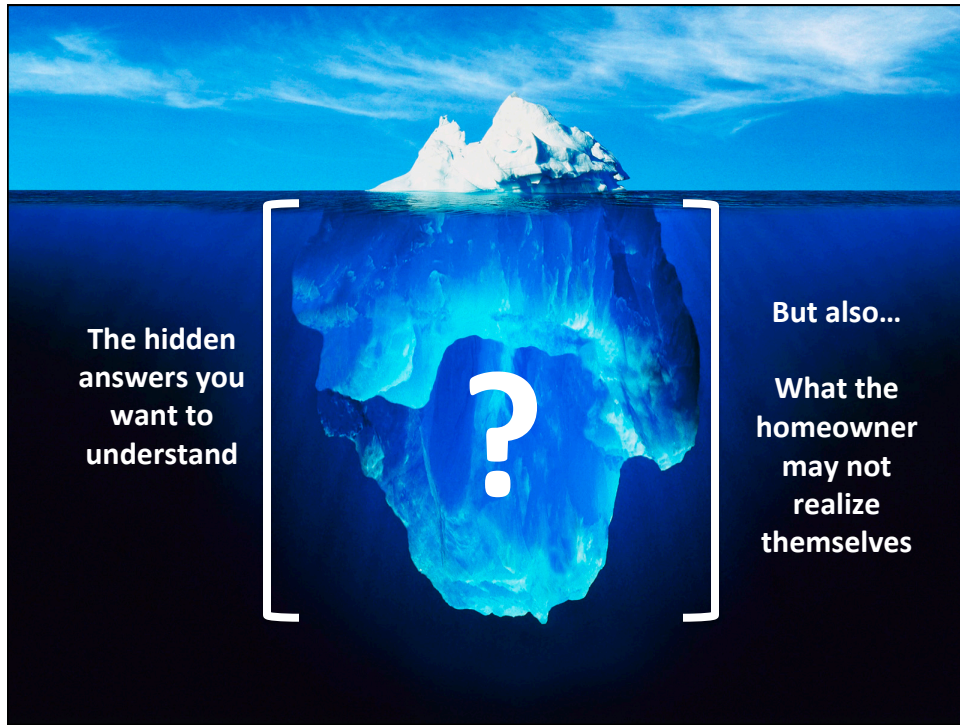
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Example Value Questions

- *How much would you save if you didn't have to run the space heater?*
- *How good would it be if you didn't have to move into the living room every August?*



22

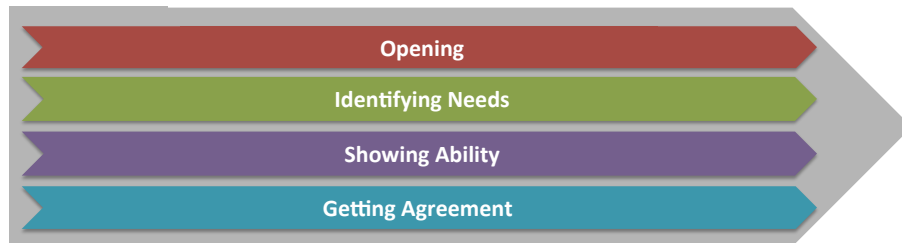


Credit: Colin McCollough, Princeton Air

Let's visit the home



Let's visit the home



The Opening



Opening

- Verify the **NEED** – Why did the homeowner agree to have you out?
- Check that **EXPECTATIONS** are mutual about the length of the call.
- Review the **PLAN** for the call. “First we’ll.... And then I’d like you to.... Next.... Finally, by the end of today’s consultation we’ll...”



Identifying Needs



Identifying Needs

- This is the crux of it.
- If you can nail this part, the rest follows naturally.
- If you can’t, you’re swimming uphill in a snowstorm without a paddle (add whatever “really hard” metaphors you want!).



28

Use your technical expertise to investigate the home

Involve the Homeowner!

Identifying Needs





Remember: Finding the technical problems is part of your job

Trying to understand how these problems relate to what the homeowner cares about is just as important



Showing What You Can Do

Showing Ability

- This actually starts much earlier—remember, sales (and marketing) are part of every thing you do.
- Did you:
 - Answer the phone professionally?
 - Show up on time?
 - Look and act like you’re ready to take care of the homeowner and their home?



37

Help or hurt?

Showing Ability



38

Explaining Features is Not Enough

Showing Ability

"This is a multistage furnace with an electronically commutated motor."

"We offer a 10-year warranty on labor."

- Not usually the clincher.
- Too early, features may get in the way, especially if you haven't taken the time to build understanding.
- But be prepared with the facts if needed.



39

Even Explaining What Features Mean is Not Enough

Showing Ability

"With an AFUE of 96 you'll save energy and money."

"The higher R-value will keep the attic heat out of the bedroom."

- Not usually the clincher.
- Too early, features may get in the way, especially if you haven't taken the time to build understanding.
- But be prepared with the facts if needed.



40

Best: Relate Solutions to Problems that Homeowner Identified

Showing Ability

"The variable speed motor means you'll almost never have the noise issue you mentioned."

"We'll fix the duct work so that you can actually get heat to your daughter's room and keep it comfortable."

- Highlighting benefits that the homeowner is looking for trumps all.
- It's best when the homeowner can tie the benefits THEY WANT to the solution(s) you offer.



41

25%

Closing the Deal

Getting Agreement

- Did you set expectations?
- Has the homeowner identified needs?
- Have you established your ability to deliver?
- Have you made sure you've addressed concerns? Summarized the benefits?
- **Have you offered a *realistic solution*, whether simple or complex, based on the homeowner's needs?**



43

Improving comfort in the guest bedroom

Concerns:

Guest bedroom where grandchildren stay is too hot/cold and very dusty.

What's causing the problems:

- Air leaks and missing insulation means the heat escapes in the winter, and enters in the summer.
- Disconnected ducts and duct leaks don't deliver enough air and allow for dust and odors to enter the room.
- Duct size is too small to deliver enough air.

Recommended fix:

- Air seal and insulate attic to R-50
- Resize duct run, and seal all accessible joints and connections in the system.
- Rebalance system to ensure enough air is delivered to each room.



Missing/poor attic insulation makes it hard to keep heat in room in the winter and block heat out in the summer



Disconnected duct, general leakage, and too small sizing means air isn't being delivered to the room

44

Classic Energy Nerd Presentation Mistakes

Getting
Agreement

- Never presenting the findings and offering an agreement
- Or just mailing it in
- Overwhelming the client with possibilities
- Forgetting this is about cold beer and hot showers
- Not offering a few good options



45



Thank you!



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