

EMPOWER your customers to say:

YES!



Go Greener Academy

Sales Training & Resources
for NEIF-Approved Contractors

Sales Psychology 101:
Building Strong Relationships
With Customers to Increase Your
Close Ratio!

Go Greener Academy
12/17/2024

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



Go Greener
Academy
Sales Training & Resources
for NEIF-Approved Contractors



- Strategies to connect with people quickly and effectively
- Understanding how to build respect and trust within a short time frame
- Tactics for breaking the ice and being confident with customers

What is Sales Psychology?



Go Greener
Academy
Sales Training & Resources
for NEIF-Approved Contractors



When it comes to sales, it's important to understand how the **logical and emotional** come together to influence buyer decisions.

Sales psychology studies the psyche of your target market to better understand how you can sell to them. Rather than focusing on convincing the customer they need your product or service, you **zero in on their emotional needs by putting yourself in their shoes.**



Basic Premise of Sales



Go Greener
Academy
Sales Training & Resources
for NEIF-Approved Contractors



NEIF
NATIONAL ENERGY IMPROVEMENT FUND
A Certified B Corp™

Need. Solution. **Emotion.**



Like and Trust!



Go Greener
Academy
Sales Training & Resources
for NEIF-Approved Contractors



The saying "**people buy from who they like and trust**" means that individuals are **more likely** to purchase goods or services from someone they have a **positive personal connection** with, feeling both comfortable and confident in their ability to deliver quality and reliability; essentially, building a relationship based on trust and positive sentiment is **key to making a sale**.

How do we do this...



Go Greener
Academy
Sales Training & Resources
for NEIF-Approved Contractors



If you needed create the strongest relationship with somebody in 20 Oh, how would you go about that?

Get them talking...Ask Questions!

How long have you been here?

- Oh, where did you move from before that?
- Are you from here originally?
- Wow you must have really seen this place grow and change?

What field are you in?

How long have you been doing that?

Continue the Conversation..



Go Greener
Academy
Sales Training & Resources
for NEIF-Approved Contractors



Comment on things in the house or building:

Pictures: That's a great shot?

Artwork: Wow I really like this?

Mementos: These are so cool?

People like to talk about and makes them most happy:

Kids

Family

Accomplishments

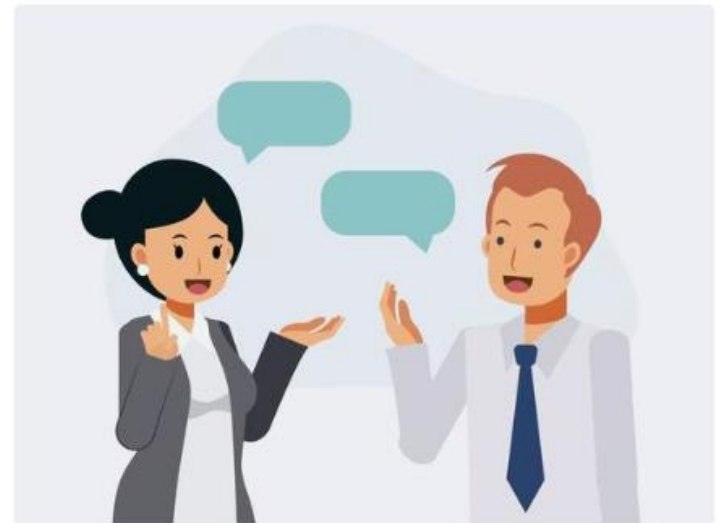
Hobbies

Sports teams

Music

Work pride

Community/neighborhood pride



Build the Connection



Go Greener
Academy
Sales Training & Resources
for NEIF-Approved Contractors



Respond, Relate, Compliment, and make it Personal!

Respond: Show your interest, further the conversation and ask another question.

Relate: Find a common bond or thread. People want to relate and feel good about themselves. Emotional connection.

Compliment: Compliment them -- whether it's their story or on things about their house: the smoker in the back, the hot tub, that's awesome, would love that. Get them talking they will guide you once you guide them.

Personal: Tell your story, who are you, what do you like, what makes you interesting.

How you operate.



Go Greener
Academy
Sales Training & Resources
for NEIF-Approved Contractors



Creating the Space:

People need and want to be self expressed, allow them the space to do that then relate, compliment, adulate, adore, wonder, inquire...You hold the keys to them opening up and trusting you.

Training & Program Contacts at NEIF



Go Greener Academy
Sales Training & Resources
for NEIF-Approved Contractors



- 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



Ed Matos, VP Business Development

ematos@neifund.org 201-618-0878

Randy Bak, Senior Director – Business Development

rbak@neifund.org 978-766-7348

Trey Muffet, Senior Director – Business Development

tmuffet@neifund.org 415-812-8105

Jensen Handwork, Senior Director – Commercial Programs & Training

jhandwork@neifund.org 720-689-2288

Contractor Support Team

contractors@neifund.org 484-838-5460 Option 3

Tessa Shin, VP Lending and Programs

tshin@neifund.org

Peter Krajsa, Co-Chair and Founder

pkrajsa@neifund.org

Matthew Brown, Co-Chair and Founder

mbrown@neifund.org

Laura Nelson, COO

lnelson@neifund.org