



Strategies for Successful Home Performance Selling



About the workshop: This event is an EPA/ PA Home Energy workshop which will focus on assisting Home Performance contractors to sell whole house improvements. EPA will be bringing in a national trainer (Keith Williams) to conduct the training.

When/ where: September 23, 2008 (9:00-3:00)

Penn Stater Conference Center Hotel
215 Innovation Blvd.
State College, PA 16803
(800) 233-7505

www.nli.psu.edu/pennstater/pshome.asp



Lodging:

A limited number of rooms have been reserved for this event at the Penn Stater. For room reservations, call (800) 233-7505 and ask for the 'PAHEI08B' room rate of \$108 or \$118 double occupancies by Saturday, August 23, 2008.



What you will learn:

- Listen to Keith William's stories and lessons learned from over 6 years of selling HP jobs to Homeowners.
- In-office and in-home strategies for successful HP selling
- Techniques for communication (benefits, problems, countering of objections, closing deals, getting customers on-board)
- Using diagnostic tools and processes in a consultative selling manner to educate, communicate, motivate, and close deals
- Tried and true "canned" techniques to motivate the homeowner into action
- After the sale - staying with the customer and how to mine for referrals



PLUS TOOLS to take away:

- Lead Qualification Checklist
- In-home, Interview Process
- Do's and Don'ts of Selling HP
- Example Presentation Book



Workshop registration:

Contact:

Kathy Greely
Performance Systems Development
(814) 558-8082
kgreely@psdconsulting.com



Conference fee: \$45 (seating is limited to 50 attendees)



PA Home Energy EPA Workshop Registration Form



Last Name: _____ First Name: _____ Middle Initial: _____

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Work Phone: _____ Cell Phone: _____

Email Address: _____

Please list any relevant certifications: _____

I am registering for:

_____ September 22nd, 1-5 pm (PA Home Energy service providers & trainees only)
Track for New Service Providers

_____ September 22nd, 1-5 pm (PA Home Energy service providers & trainees only)
Track for Experienced Service Providers

_____ September 23rd, 9 am - 3 pm (open to general public)

Payment Information:

Cost is \$45 (free to PA Home Energy service providers & trainees, 2 per company)

MC/VISA# _____ Exp Date. _____

Cardholder's Name (if different from attendee): _____

Cardholder's Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Signature: _____ Date: _____

Please fax this registration form to: 814-807-0831, Attn: Kathy Greely

Be sure to include payment information to complete registration.

For more information on this workshop, call Kathy Greely, Program Manager, at 814-558-8082