



Free Contractor Workshop Sponsored by The Energy Network:

Home Performance Sales Training

In this full-day session with Build It Green program manager Amy Beley, you'll learn critical sales skills and tools that will help you sell HVAC and home performance improvements to homeowners.

Two training dates available:

Tuesday, Sept 15, 8am - 5pm

Thursday, Oct 22, 8am - 5pm

Holiday Inn Express & Suites Hawthorne, 11436 Hawthorne Blvd., Hawthorne, CA 90250

Topics will include:

- Communicating building science to consumers
- Foundations of successful sales
- Messaging and calls-to-action
- A consultative sales approach for energy efficiency
- Consumer decision-making
- Presenting proposals
- Handling objections

If you're a contractor, owner, sales manager or customer sales representative, this workshop will give you the skills you need to successfully sell home efficiency and performance upgrades.

Training Fee: This class is being offered at no cost thanks to a subsidy from The Energy Network (a \$350 value!).

Educational Credit: This class is approved by BPI for 2.75 continuing education units.

Questions? Email training@builditgreen.org or call 510-590-3360 ext. 603

Register online at <http://salestraininghawthorne.eventbrite.com>

Space is limited!

Attendees are eligible for a free, one-hour consultation.

