

Essential Tools For Successful Sales

Sales Training Courses for Energy Efficiency Professionals

Make a commitment to achieve your sales goals

Evergreen Consulting Group, recognized for its leadership and service in energy-efficiency consulting, has developed a series of courses that will improve your sales team's effectiveness. Drawing on decades of experience with lighting trade allies, utilities, manufacturers, and energy conservation companies, our courses offer practical, proven techniques that get results.

Selling is an essential function of every successful organization. Evergreen's courses will train your sales people how to understand and deliver what your customers need and want. Our half and full day classes introduce tools and techniques that can boost individual productivity and bottom-line results.

Course Features

- How to ask good questions to uncover customer needs
- Best practices to prepare and present winning proposals
- Strategies for meeting customer needs over time
- Steps for eliminating risk for customers
- Understand the importance of cash flow
- Tips for calling on owners and top executives
- Acquire successful new negotiating skills

Plus, your sales people will learn to apply new techniques learned in these workshops by performing mock presentations. Session trainers and your peers offer critiques for deeper skill development.

"You may have the best energy conservation idea in the world, but if you can't sell it, no one will benefit from it."

Walt Wenda, MH Electric

"I felt (your class) was a great overview of selling principles and the art of introductory conversation. Thanks for putting on the class and keeping it from getting stagnant. It was very informative."

Chad Fagot, Alliance Electric



Schedule Your Sessions

For more details about the Evergreen Consulting Group Sales Training program, or to schedule sessions for your business, contact:

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CLASS I: **GETTING TO YES**

Developed for new and moderately experienced sales people and account managers.

TOPICS:

- Starting out strong
- Doing your homework
- Building relationships
- Understanding customer needs
- Presenting to win
- Getting a “yes”

CLASS II: **PROFIT AND THE PROFESSIONAL SALES PERSON**

Designed for experienced sales people who know the product and want to increase their effectiveness.

TOPICS:

- Selling on profit, such as rate of return, internal rate of return and modified rate of return
- Developing your market
- Calling on top executives
- Identifying the sales strengths in your personality
- Sharpening your negotiating skills
- Reading facial expressions and body language to improve effectiveness
- Polishing your presentation skills

The Evergreen Edge

As part of our full-service energy consulting business, Evergreen has offered lighting training for contractors for many years. Our sales training courses are an extension of these popular sessions.