

# Welcome

## TTT Sales Workshop for RESNET

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## National Education Partners



Welcome to an EEBA  
Houses that Work  
Educational Session





## What is the target audience for EEBA Education & Publications?

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- ❑ Builders & Contractors
- ❑ New Home Sales Agents & Real Estate Agents
- ❑ Architects & Designers
- ❑ Engineers
- ❑ Energy Raters
- ❑ Code Officials
- ❑ Government Representatives
- ❑ Manufacturers



## Theme for the Day

- ***We are what we repeatedly do,***
- ***Excellence is not, therefore an act,***
- ***But a habit***
- ***Aristotle***

# TTT Sales Workshop

*Helping New Home Sales  
Specialists Sell the Value of  
HERs and ENERGY STAR*

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## Agenda

- Common sales processes used in the new home market
- What works for high performance / technical elements
- Practicing sales training elements
- Developing a “Training Plan” for new home sales reps.
- Integrating technical messages into the new home sales process
  - Communicating benefits
  - Developing good questions
  - Strategic partnerships

## The Sales Challenges

- It's a tough job – especially now
- The psychology of sales
- Who needs to know more?
  - Construction staff or Salespeople

## Selling New Homes is Surprisingly Stressful

- Expensive product, very little “sales” time
- A lot to know about a lot of things
- Little control over external influences
- Selling both a product and an investment
- **A low success ratio**

## Understanding New Home Sales Processes

- ▶ Historically buyers visited 5-7 builders up to 3-5 times – a 3-6 month process
- ▶ Now up to 25% are ready to buy on one visit; average is 2-3 visits over a 4-6 week period
- ▶ First visits are usually less than 15 minutes
- ▶ Agents ask 3-5 questions
- ▶ Who is in control?
- ▶ Where does HERs / ENERGY STAR fit in?

## Understanding New Home Sales Processes

- ▶ Custom builders
- ▶ The Real Estate community
- ▶ Independent sales agents
- ▶ Builder in-house sales people
- ▶ All have different approaches to sales

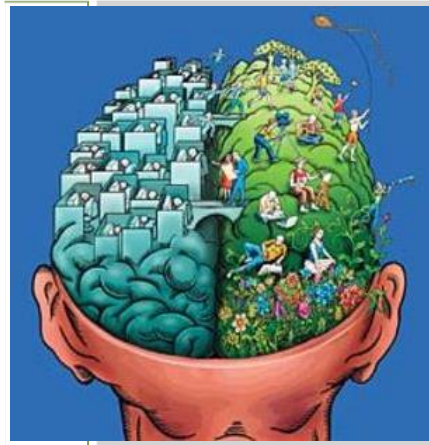
## A Sales Process that Works for High Performance Homes



- Meet & greet
  - *Be likeable*
  - *Take gentle control*
  - *Set an agenda*
- Understand needs
- Demonstrate “product”
- Answer their concerns
- Close
  - **Which require product knowledge?**

## Buyer's Dilemma Emotional Needs vs. Logic

- They want the wow vs. is it a good time to buy
- Emotion comes first, sell the deal second
- Buyers want to be educated
- They're just not sure who to believe



## They can't ask questions until they know the problems you can solve

**Feature** – a physical characteristic, fact, property, something you can touch, see, hear

**Advantage** – how the feature works, what it does to make products / houses work better

**Benefit** - how a homebuyer can use it, what it will do to improve their lives, what problem it solves

## The Elegance of High Performance / Technical Elements

- The same things that make houses more energy efficient also make them:
  - More Durable
  - Healthier
  - Quieter
  - Controllable & Comfortable
- Dozens of valuable consumer benefits





## ENERGY STAR Rater Features



- Multi-point QA check
- Thermal by-pass check
- Minimum air tightness test result
- Duct leakage test
- Water management and HVAC checklist
- HERs rating
- Code compliance report
- Trades training

## Benefits of Rater Services / Labels



- Predictable energy bills
- Saves time & stress after moving in – not looking for defects
- Not wasting money
- Pride in knowing your score - secure
- Peace of mind QA checks
- Higher resale value
- Higher appraised value

## **Asking More Questions is Very Powerful**

It helps find out what people value most

It peaks people's interest and creates urgency

It helps customers trust you - ultimately you need that to sell anything

It saves you and the customer time

***Encourage Customers to Talk, The more they talk the more they trust you***

## **The Rules for Good Questions**

You have to ask permission to ask questions

They have to be easy to answer

They have to encourage long answers

They have to be of interest to the client

You're only allowed to ask 6-10 questions before clients become impatient

When you ask questions during the trust building phase you are not trying to sell anything

Avoid presenting,

Don't try to lead them

## Selling Technical Features

*Ask More Questions,  
Questions that show interest in the customer*

*What would I like to Hear my Customer Talk About?*

*What has prompted your search...*

*Tell me about ...*

*How do you feel about...*

*What has your experience with...*

*What have you heard ...*

*In your research so far ..*

What do you want to hear your  
builder Talk About?

- The homes they sell
- Their sales people
- How other supplies help them train sales staff

*Could this uncover solutions that you could provide by  
training their sales people?*

## The Sales Training Plan for your builder's sales staff

- A series of sessions
- Set an agenda for the plan and each session
- *The plan should include*
- **Ideal participants and location**
- **Ideal length**
- **Topics to cover**
- **Techniques, strategies to create interest**
- **Building interest for the next training**

## What should new home sales reps. hear *their* Customers Talk About?

- Their home
  - Their family
  - Their experiences
  - Their budget
- Could this uncover solutions that energy rating services could offer?*

## Presenting Energy Features

### Translating Technical Features into Benefits

**Feature** – a physical characteristic, fact, property, something you can touch, see, hear

**Advantage** – how the feature works, what it does to make products / houses work better

**Benefit** - how a homebuyer can use it, what it will do to improve their lives, what problem it solves

*Identify dozens of benefits other than energy savings*

## Accurate, Effective Presentations

*Presentations must be planned and practiced so that features are presented accurately & effectively*

Help them create 4 to 5 mini-presentations each 60-90 seconds long

Always, always:

Identify the feature

**Demonstrate** how it works

Identify a personal, unique benefit

Demonstrate proof

Ask for agreement from the customer

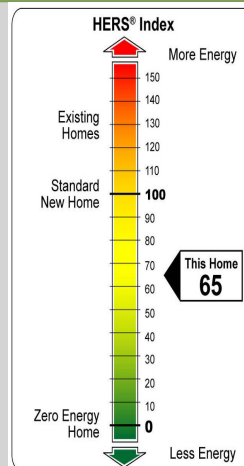


## Resources for Salespeople

- Train, train, train – [www.eeba.org](http://www.eeba.org)
- Use manufacturers reps, construction staff, sales managers, trade partners
  - They let customers see you differently
- Site visits, tours of homes, even suppliers
- Demonstrations
- Samples, scripts, FAQs
- Email / Telephone support

## TTT Summary

- Ask more questions about their sales process
  - *Tell me about*
  - *What's been your experience*
- Repeat education plan – 3 events
- Help them with the Emotion first, logic second of Energy Ratings
- Use EE to build trust
- Offer resources, hints, support
- Practice, refresh, recalibrate



On behalf of our National  
Education Partners – Thank you



Bayer MaterialScience



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