



Limited seating, register now.

Learn more: www.eefg.com/Belimo

Learning to S.E.E. (Sell Efficiency Effectively)TM

Belimo invites you to attend a two-day seminar that will provide you with the insights, focus, and skills you need to grow your market share, revenues, and profitability.

Most decisions are emotional decisions, and making energy-efficiency purchases and changes are no exception. Whether you're selling efficiency solutions or seeking project approvals, understanding what factors play a role in the decision-making process and knowing how to build rapport with key stakeholders vastly increase your odds of success.



Mark Jewell is a nationally recognized subject matter expert, author, coach, and speaker focused on helping energy users and service providers realize and express the true value of improving energy efficiency. With three decades of interdisciplinary experience, Mark is adept at creating value at the intersection of energy management, real estate, finance, operations, sustainability, and professional selling.

Topics:

- How to engage your most promising targets by telling their story rather than yours
- How to migrate the discussion from "simple payback period" to metrics that give the financial decision-maker the confidence to say "yes"
- How to capture the attention of even the busiest, most distracted prospects using concise and compelling communication
- How to recognize and neutralize more than two dozen myths and objections that can stall even the most worthwhile energy projects

Price: \$995

Pricing includes breakfast, lunch and dinner on the first night. You will also have free access to webinars and one-year access to the learning center, your 365-day portal into the world of efficiency sales.

Dates & Locations:

April 8 & 9 »

Efficiency Sales Professional Institute
San Francisco, California

May 15 & 16 »

Pantages Hotel Toronto Centre
Toronto, Canada

May 20 & 21 »

Westin Dallas Fort Worth Airport
Dallas, Texas

June 4 & 5 »

The Hyatt Lodge at McDonald's Campus
Chicago, Illinois

June 11 & 12 »

The High Line Hotel
New York, New York

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Agenda:

Connecting the Dots

How efficiency maps into values and metrics that your prospects actually care about.

Learn how to use segment- and role-specific business acumen, success stories and guiding questions that allow prospects to see the connection between enhanced efficiency and the beneficial outcomes they are already seeking.

Calculating Returns

Which financial metrics really matter and when to use each one.

Learn how migrating the discussion to more proper metrics (e.g., net present value, modified internal rate of return, savings-to-investment ratio, and life-cycle cost) is an important step on the road to getting more efficiency projects approved.

Capturing Attention

How to communicate compelling value.

Learn the importance of understanding what each link on the decision-making chain most values and why carefully tuning your spoken and written communication wins you the management bandwidth and capital you need to move efficiency forward.

Replacing Myths with Math and Motivation

How to overcome myths and objections that prevent project approvals.

Learn how to recognize and address dozens of myths and objections that can cause efficiency projects to be ignored, delayed or rejected, and why telling your customer's story instead of your own opens the door to getting many more projects approved.



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