



Hawaii Energy
YOUR CONSERVATION & EFFICIENCY PROGRAM

Spring 2015 Online Workshop Series



Hawaii Energy is primarily interested in subsidizing the cost of these workshops for energy efficiency salespersons, architects, engineers, facility managers, property managers, property owners and finance professionals living or working in Hawaii, Honolulu, and Maui counties who are actively advancing energy efficiency projects. If you are working in a different capacity, a student, currently unemployed and living or working in Hawaii, Honolulu, and Maui counties, we have a limited number of additional conditional sponsored seats available.

Hawaii Energy's mission is to educate, encourage, and incentivize the electric utility customers of Hawaii, Honolulu, and Maui counties to invest in energy efficiency measures, to learn new ways to conserve, and to contribute to improving Hawaii's bright energy future. Hawaii Energy is a ratepayer-funded energy conservation and efficiency program administered by Leidos Engineering, LLC (formerly known as SAIC) under contract with the Hawaii Public Utilities Commission serving the islands of Hawaii, Lanai, Maui, Molokai and Oahu.



**Presented by
Mark Jewell**

Mark Jewell is a nationally recognized subject matter expert, author, coach, and speaker focused on applying energy efficiency to create value. He supports other professionals and organizations in overcoming the barriers to implementing projects.

“This was a GREAT course! I wished I had sent all of my employees. It gave me the insights into the energy efficiency industry I needed to focus our business!”
-Attendee, Honolulu

“This course has given me the framework I need to propel myself to the top of the industry. Thank you!” -Attendee, Honolulu



Spring 2015 Online Workshop Series

Register now to take advantage of generous tuition subsidies being offered on a first-come, first-served basis to qualified applicants. Visit www.HawaiiEnergyWorkshops.com for important eligibility criteria.

All trainings are just \$10 per course per person. Are you a Clean Energy Ally? Contact Lisa Harmon at Lisa.M.Harmon@leidos.com or 808.848-8565 to learn how you can get access to these great trainings for free!

- = Ideal for Efficiency Service Providers & Vendors
- = Ideal for Building Owners and Managers

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

Evaluating Past Results and Setting a New Course

Cost: \$10/person

The first step in getting more of your efficiency projects approved is to shed the mindset of promoting energy efficiency and to adopt one of actually selling it. In this first module, you'll learn how to evaluate your past performance and understand the key skills needed to increase your success in advancing energy efficiency initiatives, even if you don't have "sales" in your title.

Who should attend? ● ●

Efficiency products dealers and distributors, mechanical and electrical contractors, energy efficiency specialists, architects, engineers, HVAC and lighting designers, building owners and managers, utility representatives, commissioning authorities, and anyone else whose success depends on the successful advocacy of efficiency projects.

Register today: www.HawaiiEnergyWorkshops.com
 Have questions or need to register a group? Contact us at info@eefg.com or 808-333-7225.

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

Communicating the Value of What You Are Selling

Cost: \$10/person

Focusing solely on the energy savings of your product or service doesn't tell the whole story. Determining the value of your project beyond utility-cost savings and re-framing these benefits so that they can be measured with yardsticks your customer is already using to measure their success will greatly improve your ability to get your projects sold.

Who should attend? ● ●

Efficiency products dealers and distributors, mechanical and electrical contractors, energy-efficiency specialists, architects, engineers, HVAC and lighting designers, building owners and managers, utility representatives, commissioning authorities, and anyone else whose success depends on the successful advocacy of efficiency projects.

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

Key Skills of a Challenger

Cost: \$10/person

In this session, you'll learn the three key tools needed to become a sales "Challenger." These include a compelling value proposition that motivates your prospects to act, a proposal format that makes it easy for your customers to say "yes!", and a concise financial analysis that presents the proper metrics (rather than the popular ones) to help evaluate the project.

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

Understanding and Connecting with Your Prospect

Cost: \$10/person

Knowing how to build rapport with your prospect and what motivates key stakeholders will vastly increase your odds of success. In this session, you'll learn strategies for uncovering the buying motives of your prospect, how to identify who the real decision maker is, how to map the decision-making process, and much more.

Who should attend? ● ●

Efficiency products dealers and distributors, mechanical and electrical contractors, energy-efficiency specialists, architects, engineers, HVAC and lighting designers, building owners and managers, utility representatives, commissioning authorities, and anyone else whose success depends on the successful advocacy of efficiency projects.

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

Dispelling Myths and Objections to Build Rapport

Cost: \$10/person

Do you find your projects often get derailed by the same customer objections? Learn proven techniques for overcoming more than two dozen myths and objections that stymie worthwhile energy efficiency projects. Next time you hear "I don't have the budget," "I can only approve projects with a two-year payback," "I might sell my building soon," or many other common objections, you'll know exactly how to respond.

Who should attend? ● ●

Efficiency products dealers and distributors, mechanical and electrical contractors, energy-efficiency specialists, architects, engineers, HVAC and lighting designers, building owners and managers, utility representatives, commissioning authorities, and anyone else whose success depends on the successful advocacy of efficiency projects.

Financial Analysis of Energy Efficiency Projects: Fundamentals

Cost: \$10/person

Are you new to financial analysis, or need a refresher on basic financial terminology? Or do you (or your customers) evaluate energy efficiency projects only by its simple payback period? This training provides a better understanding of financial terminology and formulas, as well as an introduction to using these formulas in EEFG's financial analysis templates. You'll also understand why calculating a project's simple payback period may not be the best metric by which to evaluate its financial return.

Who should attend? ● ●

Anyone without a finance background who is involved in energy efficiency as well as those who need a refresher on what they learned earlier in their careers.

Financial Analysis of Energy Efficiency Projects: Intermediate

Cost: \$10/person

This session delves more deeply into the financial concepts learned in the fundamentals session. Students will learn how to model expected cash outflows and inflows over time, how to calculate a project's present value and other financial metrics, and how to generate compelling capital budgeting requests.

Who should attend? ● ●

Anyone attempting to evaluate and/or lobby for expense-reducing capital projects; project development roles (e.g., engineers, vendors, manufacturers' reps); program managers; utility and/or regulator staffs attempting to set metrics for encouraging/approving energy projects; etc.

Financial Analysis of Energy Efficiency Projects: Advanced

Cost: \$10/person

This training applies the financial analysis concepts learned in the Fundamental and Intermediate sessions to real life projects. In addition to understanding how to calculate a project's various financial returns, attendees will also understand how to interpret and critique a project's results.

Who should attend? ● ●

Anyone attempting to evaluate and/or lobby for expense-reducing capital projects; project development roles (e.g., engineers, vendors, manufacturers' reps); program managers; utility and/or regulator staffs attempting to set metrics for encouraging/approving energy projects; etc.

Taking Control of Your Energy Use

Cost: \$10/person

Energy is not a fixed cost. This class will explore a variety of topics that together will plot a course to more effective energy management: the difference between "what IS" and "what COULD BE"; the range of behavioral, low/no-cost, and capital intensive approaches available to building owners and managers; best practices for identifying audit approaches and professionals; measuring what you hope to manage, setting targets, and documenting your progress; and, building internal support for projects.

Who should attend? ●

Building owners and managers and other professionals interested in providing or procuring strategic energy management consulting or benchmarking services.

Making Efficiency Happen

Cost: \$10/person

This class builds on the concepts presented in "Taking Control of Your Energy Use." As the title suggests, it provides a roadmap for making efficiency happen. The process starts with formulating the justification for improving building energy-performance, and rallying the support of capital budgeting and other internal stakeholders. The next steps are finding the energy services resources needed to accomplish the improvements, and identifying and capturing any available "free money" to help fund the campaign. The final steps are measuring the results, and marketing successes - both internally (to support more projects) and externally (to enhance public relations, attract/retain tenants and customers, etc.).

Who should attend? ●

Building owners and managers and other professionals interested in providing or procuring strategic energy management consulting or benchmarking services.

Leveraging Benchmarking to Build Your Business

Cost: \$10/person

Benchmarking can be a valuable way to convince prospects of the need for your services. It can help you prove that past retrofits have produced real savings, even if utility bills increased in the wake of the project (due to changes in utility rates, occupancy patterns, weather or other factors). Benchmarking can also be a great cross-selling opportunity in the context of both existing and prospective customer relationships. Moreover, the potential to offer benchmarking services for a fee extends far beyond the borders of the state. Communities across the US have started mandating energy-performance benchmarking. Many buildings require the assistance of third parties to help them comply with these regulations. Since one can benchmark a building remotely, entrepreneurs, architects, engineers, and other professions are well positioned to provide these services wherever such requirements exist.

Who should attend? ● ●

Entrepreneurs, architects, engineers, energy consultants and others who are interested in providing benchmarking services.