



**Selling in 6™ comes in three Editions: Silver, Gold and Platinum. Each Edition contains between 60 and 180 lessons, which you'll see summarized by principal topic area below.**

**We welcome your feedback if you see that topics that are important to you and your work are missing... We'll consider creating/recording lessons for them and adding them to the mix!**

**Selling in 6™ Silver Edition addresses the following topics and more...**

- Winning by starting with “why” rather than “what,” “how,” “how much,” or “when”
- Asking the right questions, both to establish credibility and to know what to propose
- Focusing on genuine customer engagement and satisfaction rather than one transaction
- Segment-specific selling with jargon, yardsticks and sound bites that capture attention
- Knowing/selling utility-cost-financial, non-utility-cost financial, and non-financial benefits
- Making energy solutions attractive to owner-occupants, tenants and landlords
- Equating savings to equivalent revenues and widgets to help prospects visualize the benefit
- Selling to small and medium-sized businesses
- Understanding profitability measures that attract/retain a business customer’s attention
- Selling based on your prospect’s values rather than your offering’s features or benefits
- Escaping the price-driven sale
- Overcoming “three-bids syndrome”
- Developing and delivering winning elevator pitches and one-page narrative proposals
- Migrating the discussion from “popular” to “proper” financial metrics based on the scenario
- Developing and delivering compelling one-page financial analyses using the proper metrics
- Creating a Success Story Archive™ to cross-fertilize your sales team and motivate prospects
- Creating an Objections Archive™ to neutralize issues that can prevent or delay approvals
- Completing a “Digits-to-Widgets™” worksheet to make projected savings more compelling
- Understanding and using Segment Guides™ to connect the dots for your prospects
- Revitalizing stalled or rejected proposals by using compelling sound bites and reframing
- Circling back with your customers to expand and extend previous successes

**Selling in 6™ Gold Edition includes the Silver Edition *plus* the following... and more!**

- Properly performing financial analyses using the correct approaches, metrics and formats
- Migrating the discussion from simple payback period to the metrics that really matter
- Anticipating and overcoming more than 70 myths and objections that can stymie success
- Building your personal brand and determining your organization’s competitive advantage
- Targeting your most promising markets and customers and creating customer personas
- Finding and courting stakeholders, decision-makers and influencers
- Understanding the perspectives of asset managers, property managers, CFOs and more
- Qualifying your prospects and emphasizing quality over quantity

- Winning with in-person networking, including how to start and end a great conversation
- Maximizing the effectiveness of cold-calling and warm-calling
- Understanding how the decision to buy will be made
- Balancing the avoidance of loss with the promise of savings
- The art and science of active listening
- Reviving prospects who go silent
- Fine-tuning your approach for different personality types
- Supercharging your productivity with effective phone calls and voicemails
- Maximizing the usefulness and impact of emails
- Maximizing the effectiveness of meetings, including planning, agendas, minutes and more
- Taking, indexing and archiving great notes
- Committing to become a better writer and several tips for doing so
- Planning your 7 most important things to do

**Selling in 6™ Platinum includes the Silver and Gold Editions *plus* the following... and more!**

- Understanding how to approach more than 20 key market segments
- Making energy solutions work in landlord/tenant settings and overcoming split incentives
- Appreciating and applying the attitudes and habits of truly successful sales professionals
- Planning your values, purpose and mission before setting personal and professional goals
- Planning activity-based metrics and properly tracking your performance
- Understanding and applying the success strategies and tactics of effective sales managers
- Planning your sales activities to avoid slumps in deal flow
- Making great first and lasting impressions
- Committing to clear communication
- Understanding what it takes to be genuinely persuasive
- Knowing and applying proper business etiquette, including good communication habits
- Selling to human beings – body language, Neuro-linguistic Programming (NLP) and more
- Harnessing the power of PowerPoint and knowing when *not* to use slides
- Delivering compelling presentations to audiences large and small
- Optimizing your approach to LinkedIn and other social media
- Mastering the art of referrals
- Harnessing the power of “coopetition” by working with non-competitive solutions providers
- Coordinating the effectiveness of your marketing and sales efforts
- Writing engaging marketing copy for emails, brochures, webpages and more
- Applying the 25 essential elements of an effective website
- Secrets of selling energy solutions in residential settings (including multifamily properties)
- Showcasing the financial benefits of residential efficiency far beyond the utility savings

**Again, if you see topics that are conspicuously absent from these lists, let us know.... If we determine that we don't already have lesson(s) that address that topic, we'll consider creating additional ones!**

**Thank you for taking the time to participate in this peer review process. We really appreciate your input. Mark Jewell and the Selling Energy Team.**