

Here are a dozen testimonials that underscore the effectiveness of our energy-focused professional sales training.

- 1) An energy controls salesperson closed the largest deal of his career immediately after completing Selling Energy's sales training and applying what he learned there. Over the last few years, he has tripled his personal income, now closing more than \$7M in energy controls projects in a typical year.
- 2) An HVAC salesperson who took our sales training three years ago reports that since he first began applying Selling Energy's principles, his personal income has increased to \$1 million per year, more than five times what he was earning when he first encountered this training. Taking cues from Selling Energy's training, he now also uses Segment Guides™ to learn how to reframe the benefits of efficient HVAC solutions to make them more compelling to decision-makers in the commercial real estate industry.
- 3) Within 7 months of taking Selling Energy's training, a senior lighting salesperson took his company's retrofit revenue from \$730K per year to more than \$700K per month and was able to add six new salespeople. This outsized growth caused his state's Lieutenant Governor to visit his small rural office wanting to know how his tiny company managed to add that many sales positions in clean tech in such a short period of time. The following year, the president of the company brought himself and all of the other salespeople to the same Boot Camp to learn what this pioneer had learned the previous year so that they too would begin selling this way. Over dinner, the president shared with me that his salesperson's income had risen six-fold to \$360K/year as a result of the dramatic increase in his personal sales volume. More recently, the president purchased Selling in 6™ licenses for two new hires to ensure they would be selling the same way.
- 4) An HVAC manufacturer's rep recently shared that he has increased his personal income >300% since taking Selling Energy's training in 2015. His manager later confirmed that his production was triple what his peers were doing.
- 5) The president of a utility-focused marketing agency reported that when she started incorporating "sound bites" from Segment Guides™ in her outbound email campaigns for one of her utility clients, open rates increased by 30%, click-through rates increased by 30% and lead form completion rates increased by 290% within 120 days.
- 6) A program implementer for a major utility reported that within 30 days of a one-day Selling Energy training for 50 of his commercial trade allies, his program received incentive applications for projects yielding 2.5 GWh of savings. Within 90 days following the training, that figure had grown to 9.5 GWh of savings. He directly attributes this outsized success, which enabled him to exceed his savings goals in a previously challenging program, to the one-day training presented by Selling Energy. He continues to tap Selling Energy's training for other programs his company implements for utilities across the US.
- 7) The top-selling salesperson for Mitsubishi Residential was a graduate of our sales training.
- 8) An HVAC rep became Hunt Air Fanwall's top-selling salesperson in the US after taking our energy-focused financial analysis training on using life-cycle cost to sell higher-first-cost, higher-efficiency equipment.
- 9) The top-selling salesperson for Carrier Honolulu was a graduate of our sales training.
- 10) The CEO of a retrofit company posted on LinkedIn that his investment in Selling in 6™ Platinum licenses for his sales staff was repaid in one week by incremental business that his staff closed using the insights in those lessons.
- 11) After graduating from Selling Energy's training, a sales engineer at a large electric and gas utility delivered the most kWh savings of any sales rep working with small and medium-sized businesses (~300,000 customers). In the wake of that success, the utility engaged Selling Energy to train all 175 sales reps and 20 managers to take this approach.
- 12) After taking Selling Energy training, a lighting retrofit salesperson became his company's best-performing sales rookie in the last ten years. In the three months prior to taking the training, his personal production stats were zero, zero, and zero. In the fourth month, he abandoned his company's proposal template and replaced it with Selling Energy's one-page proposal. He booked \$124K in sales in month 4 and \$624K in sales in month 5, causing the VP of Sales at his company's HQ to call his manager to find out if he had been pre-selling deals and gifting them to the sales rep. When his manager explained to the VP that the sales rep had "gone rogue" at the end of month 3, opting to use a one-page proposal format that he had learned in a Selling Energy workshop, the VP asked who had given him permission to use the new proposal format. The manager laughed out loud and then asked the VP if they should unwind all of those sales and return to using the company's verbose, ineffective proposal format.