



## Field-Proven, Energy-Focused Sales Training Delivered On-Demand in 6-Minute Lessons

Help your staff, contractors or other trade partners close more deals so that you can meet your own sales goals.

### More than 25 years of energy-focused sales experience distilled into hundreds of visually engaging 6-minute lessons

- Lessons are viewable on a smartphone or any other internet-connected device.
- Drip irrigation six minutes at a time ensures attention and comprehension.
- Questions following the lessons encourage the learner to apply these concepts.
- Lessons can be searched by keyword and revisited as many times as needed.
- And now, audio versions of the lessons make it easy to learn or review while on the go.

### Cost-effective, time-efficient, and easy-to-deploy. The trade press calls Selling in 6™ a “sales manager’s dream”

- No need to coordinate training dates.
- No venue/catering/AV costs.
- No travel time or expense.
- No missed selling time.
- Ideal content for both existing and new hires.
- Assignable lessons for review at sales meetings.
- Custom playlists for various learner categories.
- Weekly viewing reports verifying learner engagement.
- Ability to reassign licenses as needed.

### Selling in 6™ is available in several Editions

- Silver Edition (60 lessons), Gold Edition (120 lessons), Platinum Edition (>300 lessons).
- Residential Edition (86 lessons).
- Internal Champion Edition (128 lessons).

### Selling in 6™ takes a multimodal approach that is ideal for adult learners

- Selling in 6™ narrated videos averaging six minutes each.
- Selling in 6™ audio-only version, excellent for “training in traffic”.
- Hardcover Playbook(s) featuring the slides, other resources and space for notes.
- Autographed copy of the speaker’s WSJ bestseller (entire audiobook is also included).
- Access to monthly Mastermind Group coaching calls (recorded for later listening).

**Selling in 6™ can be paired with an in-person event (keynote, half-day, 1 or 2-day) or live webinar.**



## Segment Guides™

Segment Guides™ is a licensed online database that provides energy professionals with the jargon, yardsticks, and sound bites they need to establish credibility with their prospects and customers. Connecting the dots between energy projects and non-utility-cost financial and non-financial benefits is an important dimension of this database. With Segment Guides™, energy professionals will find it easier to open a conversation, or revitalize a stalled one, with confidence.

**Segment Guides™ currently features insights, jargon, yardsticks, and success stories for 20 segments:**

- Commercial Real Estate
- Dairy
- Data Centers
- Education (K-12)
- Electrification
- Government
- Greenhouses
- Grocery
- Healthcare
- Hospitality
- Large Assembly
- Manufacturing
- Parking Lots and Garages
- Residential
- Restaurants
- Retail
- Senior Living
- Warehouses
- Cold Storage
- Water/Wastewater

**Additional Segment Guides™ are coming soon:**

Advanced Manufacturing, Agriculture, Biotech/Laboratories, Colleges/Universities, Food Processing, Livestock, Service Retail, Small and Medium-Sized Businesses, and more.

Segment Guides™ is made available as a single-user, full-year license that entitles the licensee to any and all segments that are featured and/or updated in a 12-month period.

Most training sponsors add Segment Guides™ to each Selling in 6™ license. Doing so provides the market-specific insights and sound bites their learners need to present themselves as peers to their prospects and customers.