

Energy Auditor Marketing Newsletter



Cold Calling Tips

There are a number of tips that can help B2B marketers with the often difficult practice of cold calling. One good tip is to have pinpointed your customer profile beforehand. You need to make sure that you clearly understand the profile of the customer you are targeting so that you can go for the people you are more likely to be successful with, and because you will be able to develop a stronger message and have more empathy with them if you are familiar with the challenges that they face.

You also need to know precisely what you want to achieve with your call, including the outcome you are hoping for and/or what information you plan to gather from the call.

A good resource I used when starting is Stephen Schiffman's Cold Calling Techniques That Really Work and Jordan's Belfort's Straight Line System. After listening to these programs, you and your staff will be ready to overcome any objection and learn some valuable insights to the psyche of our prospects. A tip I use is to inflect my voice up whenever I want someone to agree with me, whether I'm asking a question or not.

Shake up your work habits to spark your creativity

Innovation doesn't just happen. You have to work persistently to develop creative new ideas. Here are some strategies to kick your imagination into high gear:

- **Change your routine.** Reschedule your day so you're doing things in a different order.
- **Vary your surroundings.** Rearrange your office for a different view, or switch offices with someone else if that's practical. Hold meetings away from the workplace.
- **Share data differently.** Look for different ways to distribute information. For instance, write a report in rhyme, or deliver a presentation as a skit.
- **Switch jobs.** Spend a day doing someone else's job—within your department or outside it.
- **Reintroduce yourself.** Pretend you're new to the team and introduce yourself all over again to the people you work with. What image do you present?
- **Question assumptions.** Why do you have to hold a meeting every Monday morning? What's important about the weekly memo you're required to write?

Hello! We are pleased to send you this monthly issue of *Energy Auditor Marketing*. It is our way of saying that you are important to us and we truly value your business. Enjoy!

Monthly Joke



An Embarrassing Accident

A bird flapped to his nest with bruises all over his wings and body. Other birds in the tree noticed and asked him what had happened.

He didn't want to talk about it, but they kept up their chatter until he finally chirped, "All right, do you want to see what happened to me? I'll show you what happened to me!" He took flight, and the other birds followed him through the forest until he landed on the ground next to a big, thick oak tree. "Do you see that tree there?" he demanded.

"Yes! Yes!"

"Well," said the bird, "I didn't."

Monthly Quote

"The only man who makes no mistake, is the man who does nothing."

--President Theodore Roosevelt

Increasing B2B conversion rates

B2B marketing and sales is not an easy business, as anyone involved in it will attest. B2B requires marketing skills, aptitude, research, and a great deal of perseverance. However, there are ways to make it easier on yourself.

One important thing to keep in mind is to make sure that the customers you are approaching are certainly able to afford the kind of products and services you are trying to sell them. Potential clients should be asked about their budget almost before anything else, as even the smartest sales pitch in the world is not going to go very far if the client can simply not afford to pay for the product or service.

It is important to show respect to everyone, including the smallest of businesses. You should never underestimate them or their business savvy, and given that a small investment in your terms may be a much bigger deal to them, you will need to work harder to prove to them that what you are offering is worth it.

Finances—what is there to be afraid of?

Most of us are plagued with fears about different things, but money tops the list for many people. Facing our phobias is uncomfortable, but ignoring them can make them grow stronger in the long run.

Financial expert Suze Orman offers this solution: To identify your real fears about money, write them down. Then read them out loud to yourself. Does each fear make sense to you? Is it connected to some past experience that you had, possibly in your childhood?

Once you've made connections to your past and see how your memories affect you in the present, you can start creating new beliefs and positive strategies for thinking about money and handling your finances more rationally.

The Personal Touch

The personal approach is more normally associated with B2C marketers, but B2B types can still make use of the same techniques. Last year, personalization was among the top three most significant B2B trends, and there are some handy pieces of advice for those who want to try to use the personal touch.

One good tip is to get richer data by using tools such as Lead Forensics in order to discover the way in which prospects are interacting with your digital marketing campaigns and company website on an individual basis. Knowing which products they are looking at, whether or not they read the latest site blog, and how interested they seem in pricing can be very valuable pieces of information.

Another good tip is to try personal email marketing. Email is the most easily accessible and also perhaps the best place for B2B marketers to start with a more personal approach. Use the info you already possess on your subscribers to create email communications that are relevant to them and will thus achieve higher impact.

Encourage innovation champions in your organization

Employees at any level can be champions of innovation. If some of your people show real interest and energy in generating their own ideas and supporting those of others, help them develop their skills:

- **Clarify strategic goals.** People who love innovation are truly interested in contributing to the organization. They'll respond to your explanations about how new ideas can help your organization accomplish strategic goals such as increasing revenue or improving customer service. To give them experience, assign them to projects that are directly related to these goals.
- **Encourage links to other innovators.** Within your organization, introduce your employees to other departments and individuals who can share ideas. Externally, sponsor your employees in professional organizations and at conferences, and provide relevant reading materials—journals, books, etc.
- **Stage helpful conflicts.** Champions must stand up for what they believe, and they need practice at it. Assign your people to projects and teams on which they will encounter worthwhile opponents. For example, if there's a manager who is especially tough about allocating money to new projects, give your people a chance to challenge him or her.

Create a healthy environment for commitment to thrive

You want your employees to be committed to your organization's objectives. That means you must create the kind of environment that promotes and supports an attitude of determination.

Here's what such an environment contains:

- **Worthwhile goals.** Few people commit themselves to going all out just to enhance an organization's bottom line. Establish goals that inspire your employees: helping customers with important problems, improving the community, enhancing everyone's well-being, etc.
- **Realistic objectives.** Your goals should be challenging but not impossible. Put them in terms that sound achievable. You can't necessarily sell your products to absolutely every potential customer, for example, but you can sell products that dramatically improve the lives of those customers who do buy them.
- **A track record.** A history of achieving tough goals builds confidence. Show how your organization has already overcome some tough challenges and succeeded in important areas.
- **Status reports.** Don't leave your workforce wondering about your progress. As they see your organization edging closer and closer to your objective, they'll increase their efforts to succeed. If they don't know how well they're doing, they won't see any need to work harder.
- **Team focus.** Encourage employees to form teams committed to working toward your organization's success. The desire to look good in front of your teammates and not let them down can be a powerful motivator.

Fixing authority problems

The worst feeling a manager can have is the sense that nobody is taking you seriously and that your own supposed employees are doing whatever they feel like because your authority has been badly compromised and may even now be next to non-existent. This needs to be fixed immediately or your own position is likely to be in jeopardy before too long, but the good news is there are ways to put yourself back in charge.

One good tip is to never ask but tell. Directives to employees should not be questions but commands. You also need to make it clear that you support the decisions made by upper management, and that they support you. Failing to do this effectively makes employees feel like you are irrelevant and can be ignored at will.

You also need to give yourself license to be unpleasant, if need be. Slackers and those who deliberately break the rules need to be confronted, reprimanded and disciplined, to remind them and other employees that crossing the line with you comes with consequences.

Choosing a Crowd Funding Platform for Your Non Profit

Crowd funding offers another venue to raise funds for your nonprofit. But with so many crowd funding websites making their way to the internet, how do you choose one to use. Well, first of all, make sure you pick the platform that will work best for your nonprofit, because they are not all created equally, nor do they target the same markets. The crowd funding platform you choose will also depend on the size of your nonprofit.

#1 Indiegogo

Indiegogo has a non profit program for their US nonprofits, but not yet for the Canadian nonprofits. There are two cost options with Indiegogo. You can use 'fixed funding,' the all or nothing model, which means if you don't make your goal you receive nothing. The cost is 4% of your goal. You can use 'flexible funding,' which means you pay 4% if you reach your goal or 9% if you don't but either way you receive, but either way you receive the money you raised.

#2 Kickstarter

Kickstarter is used to fund projects. They don't have any special plan for non profits and clearly this site is about project creation. If your project is successful you will pay 5% as well as, you will pay 3-5% for payment processing. If you don't meet your goal there are no fees charged.

#3 CauseVox

CauseVox was created with nonprofits in mind. They offer help with design and support 24/7. They provide pay as you go plans and there is a free trial plan where you don't have to pay the monthly fees until you raise \$5,000. After that you are provided with the options available to transition. Easy design, flexibility, and customer support are all good reasons to choose CauseVox.

There you have it - three crowd funding choices that are available and what each has to offer.

Newsletter

BPI Exam Academy

www.BPIExamAcademy.com

youtube.com/BuildingScienceTC.html

A MONTHLY NEWSLETTER TO INFORM AND ENTERTAIN ENERGY AUDITORS AND CONTRACTORS FEBRUARY 2015

How to inspire strategic planning

Strategic planning is one of those concepts that sounds like a great idea in principle – get all of a firm's best thinkers together in a room and have them brainstorm ideas – but inspiration is needed to make strategic planning actually work. It is almost impossible to have it happen simply on demand, but there are ways to try and lay the groundwork for that kind of inspiration.

One good tip is to always be researching. If a question arises, make sure that you get an answer and find the kind of info that creates a baseline for understanding, from which strategies may then be able to emerge.

It is also a good idea to keep a hold of any stray ideas that may emerge from these strategic planning brainstorming sessions – or anywhere else. Writing down facts, industry trends, and even random observations for later perusal can help to inspire creativity.



From the desk of David Byrnes

Is Your BPI Certification Up For Renewal?

Here are some quick tips for renewing your BPI Certification.

- It last for 3 years
- 6 months prior you can start the renewal process
- If you do start it early, you will still keep the same expiration date for the renewal
- Emails are sent out by BPI for renewal from portaladmin@bpi.org
- If you are renewing two certifications, you can align them so they will renew on the same date (whatever date is expiring first)
- 2 exams are taken (online and field)
- RVE (is field only)

Read more at our blog BPIExamAcademy.com/blog

Ask a few questions to save money

One of the best ways to save money is to ask a few questions before you spend it. Asking openly for a better deal could save you thousands of dollars a year.

If the thought of asking for a price break seems embarrassing or intimidating, follow these tips to make the process go smoothly:

- Always be polite.
- Make sure you are talking to the right person—a manager or someone with authority to grant you a better deal.
- Point out the reason that you are asking for the discount: You saw the same item advertised by a competitor for a lower price, for example.
- Ask salespeople for advice on reducing the cost of what you want. Often they know the best way to save money.
- If a salesperson does help you get a better deal, tell the manager. Your gratitude will go a long way toward building a better relationship with the business.