Energy Efficiency Business Development Course
Workforce Institute in the San Jose Evergreen Community College District

Description of Job Applicants

Sales and business development professionals are taught to determine the energy efficiency opportunities of commercial/industrial/agricultural customers in a consultant-like role, develop a compelling business case for the prospective customer based on the data collected, and close the deal with the customer as a "solutions partner" within a team-sales environment. Those completing this eleven week course demonstrated prior success in sales or business development of complex systems before transitioning their careers into energy efficiency.

Outline of Studies Completed

- Overview of Energy Efficiency Fundamentals and Utility Basics
- Basics of Financial Analysis
- Heating, Ventilation, and Air Conditioning
- Lighting and Controls
- Solar, Renewables, and Self-Generation
- Agricultural and Food Processing Applications
- Industrial and Manufacturing Applications
- Consultative Selling
- Practical Applications and Case Studies

Prior Background of Job Applicants

Students have a bachelor's degree or equivalent experience in sales, marketing, communications or similar fields.   All have a history of accomplishments in sales, marketing or business development of complex systems. Some have prior experience in commercial/industrial energy efficiency, high tech, building controls and automation, or industrial and agricultural processes.

Target Jobs

Sales Representative, Business Development Representative, Account Representative

Instructors

Instructors for this certificate program are practicing energy efficiency professionals, listed on the following page.

Contact for Recruiters

Tiffanie Le, tiffanie.le@sjeccd.edu, 408-918-5110

Instructors

NAME	COMPANY
Rick Choy, Lead Instructor	President/COO, NewTek Energy Partners
Luke Werner	PG&E
Pete Shoemaker	Renewables Program Coordinator, PG&E Pacific energy Center
Dave Alexander	Customer Sales Operations, PG&E