



Announcing: Energy Efficiency Executive Sales Seminar

Presented by the PG&E Pacific Energy Center and City College of San Francisco

When: Wednesday, November 6th, 9AM-4PM

Where: PG&E Pacific Energy Center, 851 Howard Street, San Francisco

Registration: www.pge.com/pec/classes/6607.htm

Cost: No charge for qualified professionals

This eight-hour seminar creates new sales effectiveness for senior energy efficiency professionals. A direct response to PG&E research into energy efficiency market adoption, the seminar highlights methods to accelerate client approval for energy efficiency solutions in the Commercial Sector:

Financial:

- Talking the language of C-level executives
- Presenting real “costs” versus price
- Identifying the true value of projects
- Techniques to “buy down” the project
- Use of financial calculators

Selling:

- Effectiveness throughout the sales process
- Insights into understanding needs and objections
- Creating a call to action

The Decision Process:

- The presentation
- Engaging the customer in project development
- Self-realization technique
- Third party tools and resources

Led by Daryl DeJean, a nationally-recognized energy efficiency consultant, this seminar features a profit centered focus for building client acceptance. Case studies assist in real-world application of the seminar topics. Each attendee will be provided with a “checklist” to assist them in further sales efforts.

Register now to assure your place in this seminar.

Questions? Please contact:

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-OR-

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