

FOCUS ON TRAINING



Learning to S.E.E.: Sell Efficiency Effectively

Additional Benefits:

- Monthly 2-hour conference call
- Full year access to online version of Financial Analysis of Efficiency
- Headshot taken by professional photographer
- Copy of the presentation slides, sample templates, & other resources

Optional Bonus Session:

**Selling Energy Effectively
to Residential Customers**
- During the lunch break
AND from 4pm - 4:45pm

Whether you're selling efficiency solutions or seeking project approvals, understanding what factors play a role in the decision making process, as well as how to build rapport with key stakeholders, vastly increases your odds of success.

Learning to S.E.E. will give your sales resources the insights, focus, and skills they need to support your organization in growing its market share, revenues, and profitability.

Session info

Dates & Times: April 26, 2018; 8:30am - 4:00pm

Instructor: Mark Jewell

Location: Lambeau Field; Green Bay, WI

Cost: \$199 - *Register by March 30 for a \$50 discount!*

Credits Available: GBCI - 6 CEs; BPI - 2.0 CEUs; AIA - 6.0 LUs

REGISTER ONLINE

sellingenergy.com/focus

REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.



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Partnering with Wisconsin utilities