



Selling Energy: Inspiring Ideas That Get More Projects Approved!

Mark T. Jewell, Rachel A. Christenson

Download now

[Click here](#) if your download doesn't start automatically

Selling Energy: Inspiring Ideas That Get More Projects Approved!

Mark T. Jewell, Rachel A. Christenson

Selling Energy: Inspiring Ideas That Get More Projects Approved! Mark T. Jewell, Rachel A. Christenson

#8 on The Wall Street Journal best-selling hardback business book list for September 13, 2014!

Winner of the 2014 Axiom Business Book Awards (Sales), 2014 International Book Awards (Business - Sales) and 2014 Reader Views Annual Literary Awards (Business/Sales/Economics)

Finalist and honorable mentions in the 2014 Foreword's Book Of The Year Award (Adult Nonfiction-Career), 2014 National Indie Excellence Awards (Business - Motivational), 2014 New York Book Festival (Business), 2014 Indie Book Awards (Career) and USA Book News (Career)

Given the abundance of commercially available energy-saving technologies, talented technologists to apply them, and even generous rebates to help finance them, why in the world aren't more efficiency projects approved?

Based on twenty years of experience influencing efficiency decision-making in more than three billion square feet of properties, this author concludes that many more projects would be approved if energy professionals were actually trained to "sell" rather than simply "promote" efficiency.

Energy efficiency products, services and programs all require effective selling. Professional sales skills make you more successful at advancing any energy efficiency initiative, regardless of your role in the process. Moreover, you need to think of yourself as a sales professional even if your job title does not include the word "sales."

This book contains more than 80 short essays, each of which examines a unique aspect of efficiency-focused professional selling. Many originally appeared on Jewell Insights, the Efficiency Sales Professional Institute's daily email and smartphone blog that offers drip-irrigation reinforcement of concepts borrowed from the award-winning, weeklong Efficiency Sales Professional™ Certificate Boot Camp.

As of this writing, more than one thousand energy professionals have benefited from this training. Hundreds of testimonials confirm the link between efficiency-focused professional selling and increased sales success: higher closing ratios, shorter sales cycles, deeper retrofits, and more. So what does efficiency-focused professional selling look like?

* The confidence to reframe the benefits of efficiency so that they can be measured with the yardsticks that prospects are already using to measure their success.

* A 15-second elevator pitch that is precisely tuned to a particular prospect's values

* A one-page narrative proposal delineating efficiency targets, the rationale for change, financial projections, status, and action steps for moving forward.

* A one-page financial summary that offers a clear and compelling treatment of both "popular" and "proper"

metrics.

- * An ability and willingness to sell utility-cost-financial, non-utility-cost financial, and non-financial benefits
- * An ability to recognize and replace myths with the math and motivation that get projects approved

Whether you are a manufacturer, specifying engineer, contractor, utility program manager or account executive, third-party program implementer, eco-entrepreneur or any other energy-related professional or job-seeker, you are sure to benefit from the insights provided in this book.

 [Download Selling Energy: Inspiring Ideas That Get More Proj ...pdf](#)

 [Read Online Selling Energy: Inspiring Ideas That Get More Pr ...pdf](#)

Download and Read Free Online Selling Energy: Inspiring Ideas That Get More Projects Approved!
Mark T. Jewell, Rachel A. Christenson

From reader reviews:

Frank Dawson:

What do you about book? It is not important along with you? Or just adding material when you want something to explain what the one you have problem? How about your time? Or are you busy man or woman? If you don't have spare time to do others business, it is make you feel bored faster. And you have time? What did you do? Everybody has many questions above. They should answer that question due to the fact just their can do this. It said that about publication. Book is familiar on every person. Yes, it is suitable. Because start from on kindergarten until university need that Selling Energy: Inspiring Ideas That Get More Projects Approved! to read.

Wilma Bates:

This Selling Energy: Inspiring Ideas That Get More Projects Approved! book is not really ordinary book, you have after that it the world is in your hands. The benefit you receive by reading this book is information inside this reserve incredible fresh, you will get facts which is getting deeper an individual read a lot of information you will get. This specific Selling Energy: Inspiring Ideas That Get More Projects Approved! without we comprehend teach the one who reading through it become critical in pondering and analyzing. Don't end up being worry Selling Energy: Inspiring Ideas That Get More Projects Approved! can bring if you are and not make your bag space or bookshelves' grow to be full because you can have it inside your lovely laptop even cellphone. This Selling Energy: Inspiring Ideas That Get More Projects Approved! having very good arrangement in word in addition to layout, so you will not really feel uninterested in reading.

James Smith:

Now a day people that Living in the era where everything reachable by connect to the internet and the resources in it can be true or not call for people to be aware of each facts they get. How individuals to be smart in having any information nowadays? Of course the reply is reading a book. Reading through a book can help individuals out of this uncertainty Information specially this Selling Energy: Inspiring Ideas That Get More Projects Approved! book because book offers you rich info and knowledge. Of course the info in this book hundred per cent guarantees there is no doubt in it as you know.

Jesus Geist:

Reading a guide make you to get more knowledge from the jawhorse. You can take knowledge and information from the book. Book is prepared or printed or highlighted from each source which filled update of news. Within this modern era like at this point, many ways to get information are available for an individual. From media social including newspaper, magazines, science publication, encyclopedia, reference book, new and comic. You can add your understanding by that book. Do you want to spend your spare time to spread out your book? Or just in search of the Selling Energy: Inspiring Ideas That Get More Projects Approved! when you essential it?

Download and Read Online Selling Energy: Inspiring Ideas That Get More Projects Approved! Mark T. Jewell, Rachel A. Christenson #5JEOH6R79Y8

Read Selling Energy: Inspiring Ideas That Get More Projects Approved! by Mark T. Jewell, Rachel A. Christenson for online ebook

Selling Energy: Inspiring Ideas That Get More Projects Approved! by Mark T. Jewell, Rachel A. Christenson Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Selling Energy: Inspiring Ideas That Get More Projects Approved! by Mark T. Jewell, Rachel A. Christenson books to read online.

Online Selling Energy: Inspiring Ideas That Get More Projects Approved! by Mark T. Jewell, Rachel A. Christenson ebook PDF download

Selling Energy: Inspiring Ideas That Get More Projects Approved! by Mark T. Jewell, Rachel A. Christenson Doc

Selling Energy: Inspiring Ideas That Get More Projects Approved! by Mark T. Jewell, Rachel A. Christenson Mobipocket

Selling Energy: Inspiring Ideas That Get More Projects Approved! by Mark T. Jewell, Rachel A. Christenson EPub