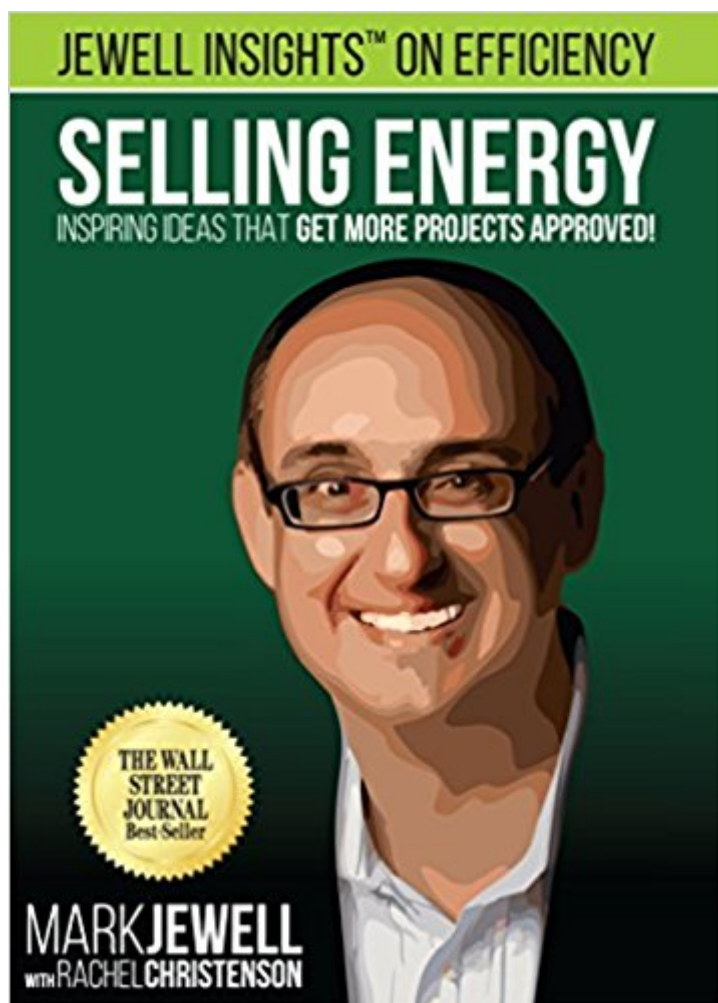


The book was found

# Selling Energy: Inspiring Ideas That Get More Projects Approved!



## Synopsis

#8 on The Wall Street Journal best-selling hardback business book list for September 13, 2014 Winner of the 2015 Reader View Annual Literary Award (Business / Sales / Economics), 2015 International Book Award (Business Sales), 2015 Axiom Business Book Award (Sales Skills / Negotiation / Closing), 2015 National Indie Excellence Book Award (Business Motivational), 2015 Indie Book Award (Career), and 2015 New York Book Festival. 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 thirty 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 the Selling Energy daily email blog and smartphone app, which offer drip-irrigation reinforcement of concepts borrowed from Mark Jewell's award-winning training courses. As of this writing, more than six thousand energy professionals have benefited from this training. Thousands 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.

## Book Information

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## Customer Reviews

"The material that Mark Jewell provides is by far the best that I have ever come across in my 22 years as an energy professional. In a world of 'too much sizzle and not enough steak,' Mark Jewell is the prime cut." --Andre Christian  
Finally, somebody teaches us engineers how to sell energy efficiency. Even the best leaders in the industry will read this and wonder, 'Why aren't we already doing this?' --Lars van der Haegen  
If you truly want to change the conversation, buy a copy of Selling Energy for each of your employees and top customers, and then spend the rest of the year co-authoring solutions for mutual success. --Rob Pulsifer  
Jewell Insights has been a real 'jewel' for my manufacturer's rep company - unique and clever ideas on 'how to get a deal started, matured, and closed' in today's selling environment. I haven't been able to find anything like it elsewhere. We will be landing several new million-dollar accounts because of some of the tidbits learned. --William Carroll

"The best way to prosper yourself is to prosper others." - Walter Jewell  
The first time I heard that advice, I was a very young man sitting at the dinner table with my family. The topic that particular night was some variation of "What would you like to be when you grow up?" After hearing my first few ideas, my father shared his simple ten-word suggestion for how to enjoy not only a successful career, but also personal fulfillment. Today, the lobby of our San Francisco headquarters features an Inspiration Wall that prominently displays my father's wise words and many others like it.

Â That wall is the touchstone of what my team and I do every day. Â We teach fellow professionals how to enjoy greater success in their worlds by making others more successful.Â "Learning to sell efficiency effectively" is a phrase we use quite often in our work. Â Having witnessed efficiency decision-making in more than three billion square feet of real estate over the last twenty years, we've found that very few people actually know how to sell efficiency.Â Most people simply promote it, as if it were a greater good like finding a cure for cancer or housing the homeless. Â In some circles, the concept of "promoting" efficiency is so pervasive, you'd think "sell" was a "four-letter word"!Â Â Many people are not very comfortable "selling" even in settings where the notion of selling is not taboo. Â Why? Â For one, the average salesperson receives less than three days of sales training in his or her entire career. Â Moreover, most of that is really product knowledge training rather than teaching someone how to sell.Â Â Second, many sales training programs feature techniques that are no longer effective given the increased sophistication and access to information that today's buyers bring to the table.Â Finally, most sales training programs are one-size-fits-all, as if one could sell efficiency the same way one might sell real estate, insurance, or photocopiers. Â Without a doubt, the efficiency industry needs to stop promoting its wares and start selling them. In order for that to happen, many market actors will need training on how to sell efficiency effectively.Â The Efficiency Sales Professional Institute is not about "drop and run" training where folks attend a fast-paced seminar to get motivated and educated, only to revert to their old attitudes and habits shortly thereafter. All of our offerings are designed with an eye toward "drip-irrigation" content reinforcement to ensure that lessons learned are consistently applied to drive more sales and move efficiency forward.Â Jewell Insightsâ„¢ is a perfect example of this philosophy. Â Each and every day, we publish a short essay via our free ESP Ninja App and email blog. Â Each essay either introduces or expands on a topic covered in our in-person and online offerings. Â Our workshops offer plenty of innovative mindsets, strategies, and tactics for selling efficiency effectively. Jewell Insightsâ„¢ provides daily reinforcement that helps those innovations "stick."Â Â In the words of Mike Rowe (ofÂ Dirty JobsÂ fame), "innovation without imitation is a total waste of time." Â Our combination of revelation and repetition transforms ordinary salespeople into lifelong efficiency sales professionals. On a related note, one of my favorite quotes is, "Successful people do what unsuccessful people are unwilling to do." To be successful you need more than a good idea. Â Turning a vision into a reality requires real work.Â Many of our subscribers have already shared how applying something they had read in Jewell Insights allowed them to triumph in a sales situation, so it was an easy decision to compile some of our favorite essays into a book that would benefit an even larger audience.Â You may elect to read this book from start to finish. Â Or

you might turn to an essay at random when you need a dose of inspiration. Æ Either way, we're confident you'll find plenty of insights that will help you prosper yourself by prospering others. Æ Æ Mark Jewell Rachel Christenson

Mark Jewell's book and morning blog is a blueprint for success! As a implementing contractor for a utility company, our company encourages customers to complete energy efficiency projects. Each chapter of Mark's book has a short specific lesson and I find that each message is relevant to our sales process and keeps me nourished with new ideas. Reading the book, then staying current reading the short blog is a way to think like electric and natural gas utility customers, including all stake holders, and understand what is important to them. Many of the books messages have strategies on how to approach customers that are contemplating ways to save energy and money. Striving to improve sales tactics keeps me sharp.

Great Teaching. I have been in sales for many years, and have heard most of the greats. Mark Jewell KNOWS HIS STUFF. Great information,

Zero fluff. Packed with Value. Transformed the way I think about Sales. Bullet point chapters make it easy to read in pieces " there is always a good stopping point. However most likely, you won't put it down. Bottom line: if you work sales, especially efficiency sales (Lighting, HVAC, Controls, etc) ..... this book is so worth your time. I wish that I had read this book sooner in my life.

Pretty simplistic book with basic information on selling energy projects. Had listened to Mark about a year ago and he is a good speaker with a lot of insight into how to sell energy projects. I thought the book was an easy read, but lacked detail in some areas. If you want a quick overview this is a good book, but is not in-depth by any means.

Mark hits it out of the park with his ability to drill down to energy efficiency project researching, selling and closing. I feel much more positive about my plan without worry of failure as it is a necessary part of the upcoming success.

Great ideas

Great read!

Mark Jewell is an excellent teacher and salesman who knows his topic and is able to effectively communicate to the lay person.

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