

“Taking it to the Streets” How to Expand your Rating Business©

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**Steve Baden
Claudia Brovick
RESNET**

Purpose of this Training

Provide you with the marketing skills and tools to promote high performance, energy efficient homes

Three Key Things to Remember in Running a Successful Business

A Business Plan Must Address:

- **Doing the Business**
- **Running the Business**
- **Getting the Business**

Doing the Business

**What You Have Been Trained and Certified
as Raters to Provide**

Running the Business

- **Targeting Growth**
 - Projecting How Many Customers You Need
 - Projecting Revenue Requirements
 - Pricing
- **Taking Care of the Business**
 - Insurance is Vital (General & Professional Liability)
 - Protect Your Family & Business Financial Security

Value Pricing

The purpose of price is not to “recover costs” but to “capture value” in the mind of the consumer.

Great thought must be placed in defining your services and their value to your prospective customers.

Getting the Business

- **Selling The Need for Your Services**
- **Selling Your Services**
- **Selling Yourself**

Basic Functions of Business

Peter Drucker

“The business enterprise has two – and only two functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs.”

“Selling Your Services”

Definition of Marketing

- **80% of Marketing is Education**
- **Must Know Your Story to Sell It**

Truisms in Adult Education

- **“So Much Information, So Little Time”**
- **Must Grab Attention in the First 30 Seconds**
- **Credibility of Messenger & Message is Critical**
- **Repetition/Reinforcement**
- **Limit Message or the Number of Points to be Made at First Setting**

Selling Your Story: “Making the Invisible Visible”

- **Defining Your Services**
- **Know Your Customers**
- **Tailoring Your Story to Specific Customers**
- **Tailoring Your Story to Your Housing Market**
- **Being Comfortable with Your Delivery**

Defining Your Services

- **Applied Building Science Solutions**
- **Reduce Call Backs**
- **Access to Preferred Financing**
- **Added Comfort**
- **Healthier Living Environment**
- **Verification for ENERGY STAR**
- **Identification of Cost-Effective Improvements**

Know Your Customer

Why?

To Know Their Different Motivations

- **Builders**
- **Buyers**
- **Lenders**
- **Home Owners**

Tailoring to Specific Customer

Approach Changes With Each Customer

Considerations:

- What are Their Current Needs?
- When do They Need It?
- How do Your Skills Match Their Needs?
- What Makes You Most Qualified?

Tailoring to Your Market

Considerations:

- **Current Building Practices**
- **Characteristics of Builders**
 - Production
 - Custom
- **Robustness of the Housing Market**
- **Demographics of Buyers**
- **Rate of Homeownership/Housing Costs**
- **Cost of Energy**
- **Common Building Problems**
- **Availability of Utility Programs**

Tailoring to You

Considerations:

- Your Personality
- Your “Comfort Zone”
- Your Definition of Services

Steps to Effective Communications

- **Be Aware of Your Audience**
- **Get Their Attention Early**
- **Present the Problem**
- **Empower Them with a Solution**

Selling Your Services

- **Define Your Services**
- **Outline Your Story/Services/Credibility**
- **Develop First Impression - 30 Second Statement for Targeted Customer – Practice!!!!**

Elements of Successful Communications

- **Visual**
 - We Think in Pictures
- **Language**
 - For Example: “Home Performance Not Conservation”
- **Statistics**
 - Statistics That Can Draw Pictures are Best – find one you’re comfortable with.

Role Play

Defining Your Services

Getting the Word Out

Approach Will Change With Audience

- One-on-One (Cold Calls)
- Referrals/References/Endorsements
- Offering Free Introductory Ratings
- Promotion
- News Releases/Earned Media
- Home and Trade Shows
- Seminars/Presentations/Workshops
- Advertising

Getting the Word Out

Advertising

- **Spending Money**
- **Spending Time (Planning)**
- **Budget**
- **Target Audience with Medium**
- **Medium (Newspaper, direct mail, radio, newsletters, cable TV signage)**
- **Co-op, Shared**

Getting the Word Out

Promotion

- **Commit to Spending Time**
- **Writing Articles**
- **Public Speaking**
- **Radio/Newspaper/TV Interviews**

Getting the Word Out

News Releases

Opportunities:

- Opening a New Business/Offering a New Service
- Certification as a Rater
- Timely Tips “Slash Your Heating/Cooling Bill” (Hit When Energy is in News)
- Get a Good Picture of Yourself

Getting the Word Out

Home/Trade Shows

- **Plan!**
- **Good Signage/Good Handouts/Drawings**
- **Offer a Seminar in Conjunction With Show**
- **Get Well Rested Before Show**
- **Never Sit Down**
- **Ask a Question as People Walk By (Draw Them In)**
- **Be Picky in Which Shows to Participate**

Getting the Word Out

Seminars/Presentations/Workshops

- **Sell Yourself as Having Valuable Information**
- **Take Your Typical Sales Call and Turn Into Presentation**
- **Use Attractive PowerPoint Presentation**
- **Target Groups (Housing Industry Meetings, Service Organizations, Home Depot, Community Schools, Community Colleges)**
- **All Logistics/Promotion are Done for You**
- **In Addition, Do Your Own Promotion**

Getting the Word Out

Marketing Materials

- **Business Cards**
- **Fact Sheets**
- **Brochures**
- **Post Cards**
- **Testimonials**
- **Web Site**

Getting the Word Out

Marketing Materials – Invest In Quality

- **You Have One Chance to Make a Good First Impression**
- **Attractive is Not Much More Expensive**
- **Look for Specials at Places Like Kinkos**

Getting the Word Out

Business Cards

- **Spend Money to Look Attractive**
- **Include E-mail Address**
- **Use Back For “Handy Guide to Home Performance”**

Getting the Word Out

Fact Sheets

- One Page
- State Your Services – Simple Message!
- Why They Are Needed
- What Problems You Can Solve
- Use Bullets
- Include Testimonials
- Use for Mass Distribution

Getting the Word Out

Brochures

- **Expanded Version of Your One Page Fact Sheet**
- **Spend Money on Graphics, Presentation, Color, Quality of Paper**
- **Target for Good Prospects**
- **Include Testimonials**

Getting the Word Out

Testimonials:

One of the Most Effective Forms of Marketing

- **Add Credibility**
- **Puts Human Face to Your Services**
- **Third Party Endorsement**
- **Take Time to Capture Quote From Happy Customers**

Other Ways of Getting the Word Out

- **Join Your Local Home Builders Association**
- **Participation in Housing Association Meetings**
- **Write Articles in Trade Association News Letters**
- **Post Your Own Rating Web Site**

Building Alliances

Why Bother?

- **Through Unity is Strength**
- **Third Party Endorsement/Credibility**
- **Instant Access to Housing Industry**
- **Not Enough Resources to do it Alone**

Building Alliances

What Is Needed to Make It Work?

- **Assist Potential Allies to Identify and Communicate Your Mutual Story**
- **Make Partnership a *Win-Win-Win* Situation**
- **Must Understand Their Motivations**

Building Alliances

Who Are Potential Partners?

- **State Energy Office**
- **Fannie Mae Partnership Office**
- **Lenders**
- **Builder Marketing Agents**
- **Utilities**
- **Product Manufacturers/Suppliers**
- **Affordable Housing Advocacy Groups**

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Three Key Lessons to Remember with Marketing

- You are Selling Yourself
- Keep Your Message Simple
- Always Tell the Truth

Three Things to Do When You Get Home

- **Join RESNET**
- **Join Your Home Builders Association**
- **Develop Business & Marketing Plan**