

# Principles in Developing a Successful Marketing Plan©

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**Claudia Brovick  
Mat Gates**

# Purpose of this Training

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

# Three Key Things to Remember in Running a Successful Business

- **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

# Define Your Services

- **Applied Building Science Diagnostics**
- **Construction Consulting**
- **EEM Inspections**
- **Verification for ENERGY STAR**
- **Tax Credits**

# Getting the Business

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

# Know Your Customer

*Who Are They &  
What Are Their Different Motivations*

- **Builders**
- **Home Owners**
- **Lenders**
- **Utilities**



# Know Your Customer

*Home Builders, What do they do??*

- **Build Homes**
- **Sell Homes**
- **The sell the for a PROFIT**

# Know Your Customer

*Home Builders, Various Types*

- **Small, Custom Homes**
- **Production, cost per Sqft**
- **Mid Range, trapped between both**

# Know Your Customer

*Either you build a house, or sell a house*

- **Production**
  - Warranty
- **Sales**
  - Marketing
  - Agents
- **Purchasing, is both**

# Tailoring to Specific Customer

*Learn All You Can About Them*

- **Research**
  - Web Sites
  - New Articles
- **What are their current needs?**
  - Sales up or down
  - Warranty Calls
- **Have them tell you, and LISTEN!!!!**
- **How do Your Skills Match Their Needs?**
  - Align services with needs

# Tailoring to Specific Customer

*Service Into Benefit,  
What Can You Do For Them??*

- **Building Diagnostics**
  - Increased Comfort
  - Increased Durability
- **Energy Star**
  - Increased Sales
  - Market Differentiation
- **Plan Analysis**
  - Cost Benefit Comparisons

# Tailoring to Specific Customer

## *Service Into Benefit, What Can You Do For Them*

- **Building Science**
  - Health, Safety, Comfort, and Durability
  - Reduce Callbacks and Warranty Issues
- **ENERGY STAR Certification**
  - Energy Efficiency and the Environment
  - Get Credit
- **Home Owner Education**
  - Expectations, Cost Benefit Value
- **Sales and Marketing**
  - Close more, Increase Profits

# Tailoring to Specific Customer

*Show Them AGAIN!!*

- **Sell more homes**
  - access to ENERGY STAR financing
- **Sell more options**
- **Increase Profits**
- **Increase Customer Satisfaction**
  - More Referrals
- **Reduce Warranty Callbacks**
- **Co-brand with EPA**
- **Recognition for Environmental Leadership**

# How Do You Get In The Door??

## *Anyway You Can*

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



# Develop The Relationship

## Communication Is Key

- **Talk in their language**
- **Be Genuine**
- **On their level,**
  - Don't "Over Science" them
  - But have some reserve
- **Listen to them**

# Be Professional

- On Time
- Courteous
- Dress as the do
- Repetitious and patient
- Commit to Spending Time

# Persistence

**“Nothing in the world can take the place of persistence.**

- **Talent will not;** nothing is more common than unsuccessful men (people) with talent.
- **Genius will not;** unrewarded genius is almost a proverb
- **Education will not,** the world is full of educated derelicts

**Persistence and determination alone are omnipotent.....”**

*~ Calvin Coolidge*

# 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

## 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**

# 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**



# 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**

# Three Key Lessons to Remember with Marketing

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

# Thank You