



7th Annual Contractors' Meeting

MAINE
NATURAL GAS

HVAC Sales Training & New Conversion Rebates

Date: March 6, 2017 at 7:30 AM - 3 PM

Location: Hilton Garden, 5 Park Street
Freeport ME, Old Town Hall Place

RSVP:

<http://whoozin.com/4E7-TAY-HAVM>

Cost:



Schedule of Events:

7:30 AM - Breakfast Buffet

8:00 AM - Introduction from Brian Hawley, Director

8:15 AM - Operations, Policies & Procedure Update

8:45 AM - Sales & Marketing Update

9:45 AM - HVAC Sales Basics Boot Camp

12:00 PM - Lunch

3:00 PM - Closing Comments

Please join us for our annual meeting. We are excited to bring you one of the best sales experts in the HVAC industry! Also, we will announce a **big** increase in our conversion rebates for our customers!

Please **RSVP** through the link on the side or via e-mail to ensure we have enough food! There is **no** charge for this event!

Why the HVAC Sales Boot Camp?

Our goal at Maine Natural Gas is to provide our customers with the best possible solution for their energy needs. MNG simply cannot be successful without our Trade Allies. We believe the growth of MNG is directly related to the health of the HVAC community which serves our customers. We are excited to bring you this world class resource! You will **NOT** want to miss this!





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HVAC Sales Basics Boot Camp

This acclaimed one-day workshop provides a jumpstart and refresher of sales skills needed to move your customers to better solutions, bigger projects, and oil-to-gas conversions. Focused on the retrofit market, the material will help both those newer to the industry and seasoned sales professionals looking to sharpen their performance. The course covers core topics listed below and includes examples of exercises to put you on the path of success that you can immediately put into action:

Messaging:

- Avoiding Jargon (w/exercise)
- Audience/Message/Call-to Action
- Gas Pump Pitch (w/exercise)

A consultative sales approach for energy efficiency:

- Questioning to understand (w/ exercise)
- Questions versus lecturing
- Building value

Buying decisions and closing:

- Closing
- Customer decision-making
- Objection handling (w/ exercise)

Contact & RSVP Info:

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Sales & Marketing Analyst
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Michael Rogers

Mike Rogers is the President of OmStout Consulting, LLC. A nationally recognized expert in residential energy-efficiency, he works with contractors to strengthen their businesses and profitability. From providing one-on-one support for contractors to delivering sales training at national conferences, Mike brings real-world experience and perspective from working with hundreds of contractors.

Previously, Mike was with ABM Energy and was the Senior Vice President with GreenHomes America (an ABM subsidiary) where he led development of a successful approach to home performance, building on the foundation of an HVAC base, and helped GreenHomes scale nationally.

