

# How to Sell Energy Efficiency Internally and Externally



Selling energy efficiency is not easy. Energy efficiency (EE) is virtual, it is something you do not consume. Most often, EE requires an investment today, for savings tomorrow. People do not always take rational decisions and energy efficiency related decisions are not different. Whether you are trying to sell energy efficiency within your organisation, or you are trying to sell EE retrofits, projects or technologies to clients, understanding how people make decisions

and how to present information to them in a way that makes sense to them will increase your approval or selling rate.

This 1-day workshop draws from time-tested NRCan Dollars to \$ense material as well as from first-hand experience from CIET trainers related to EE.

## Objectives

Upon completion of this workshop and supporting activities participants will be able to:

- Determine how best to present EE-related information to every stakeholder
- Prepare and present short elevator pitches about their projects or services
- Understand the various financial analysis terms and ratios (internal rate of return, payback, net present value, etc.)
- Prepare a project financial analysis using a simple spreadsheet and/or RETScreen Expert
- Develop and present complete, yet short proposals for energy efficiency projects

Please note that this interactive workshop is limited to 18 participants.

## Who should attend?

Anyone needing to present EE projects either internally (convincing your manager), or externally (convincing clients)!



## Logistics

CEUs:	0.7
CSEP Points:	2

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