



Top Execs Share Their Advice

Looking for some useful advice on becoming successful? Take some lessons from the top executives in the U.S.:

- **Warren Buffett, CEO of Berkshire Hathaway:** “You follow your passions. You find something you love. The truth is, so few people really jump on their jobs, you really will stand out more than you think. You will get noticed if you really go for it.”
- **Mary Barra, CEO of General Motors:** “Do something you are passionate about; do something you love. If you are doing something you are passionate about, you are just naturally going to succeed, and a lot of other things will happen that you don’t need to worry about.”
- **Jeffrey Katzenberg, co-founder of DreamWorks:** “I don’t think it matters how small or how big the task is, if you can do it just a little bit better than what is expected, you will be noticed and rewarded.”

Quick Lead Generation Tips

Lead generation for B2B is a big topic, and everyone involved in the energy efficiency industry has their own favorite tips or strategies. However, it is clear that the biggest lead generation tips for B2B are content marketing, referrals, and in-person connections, and if you have those three working for you, your brand is likely to stay on top for some time. If you are just beginning to nurture such relationships and still building momentum with your content marketing strategy, there are ways to help you get more leads in the meantime.

One good tip is to add plenty of relevant calls to action that ask homeowners to follow, share, or sign up. CTAs can either be pinned to the screen so that it scrolls up when the viewer does or simply be kept above the scroll/fold at all times. Another is to limit the amount of decision making that the user has to make by having just the one simple CTA, which encourages your prospects to act immediately.

It is also a good idea to reuse content by bundling relevant content together for downloads or creating “best of” lists. Content can also be repurposed for different channels.

Hello! We are pleased to send you this monthly issue of *Energy Auditor Marketing*. It is our way of saying that you are important to us and we truly value your business. Enjoy!

Monthly Joke



A Valid Question

A father and his 6-year-old son were visiting the zoo. Standing in front of the polar bear cage, the father began talking about how dangerous polar bears could be and how caretakers at the zoo took special care not to let them escape.

Suddenly the boy grew worried. “Daddy, if a polar bear gets out and eats you ...”

“Yes?” the father asked, touched by his son’s concern.

“Then what bus do I take to get home?”

Monthly Quote

“Just don’t give up trying to do what you really want to do. Where there is love and inspiration, I don’t think you can go wrong.”

--Ella Fitzgerald

From the Blog - The Art of Delegation

How can you create a successful energy audit business that brings you more freedom, time and increases your well being? It may be surprising to you that success comes less from becoming an expert energy auditor than it does becoming a master of delegation. By mastering the art of delegation you can have more freedom in your time and escape the rat race of trading time for dollars. However, delegation is not as easy as it sounds. The right way to do it actually takes some planning, strategy and effort to get up and running. Get it right and you will experience more time and happier and more productive employees. Continue reading on page 4.

Streamlining Social Media Platforms to Better Generate Leads

Social media is being taken more and more seriously by B2B marketers because digital marketing channels provide numerous chances to get the absolute most out of their lead-generating activities. However, in order to be able to do this, you need to know how to use your social media profiles to ensure a superior marketing experience.

One excellent piece of advice is to create YouTube videos. YouTube is a fantastic channel for marketing due to being a superb platform for content while also allowing for direct engagement with your audience. Lead generation campaigns that are video-based can distribute an astonishing degree of information about the identity of your company and the industry it is a part of. Upload tutorials and reviews to begin with as a way of establishing your credibility, and remember to include links back to the landing page of your main company website to allow potential clients to easily continue engaging with you.

Set Goals Together for Maximum Performance

When employees share in setting their own goals, they're more committed and involved in achieving them. Follow this four-step process for participative goal setting:

- **Take the lead.** Yes, you're working together, but as a manager/owner you still have the main responsibility for identifying performance targets. Start by suggesting a goal. Ask your employee to evaluate it for anything that's unclear or inaccurate. Revise the goal if necessary.
- **Formalize the plan.** Once you've agreed on a goal, write it down, so neither of you misunderstands what's supposed to happen. Make sure you both know how you'll measure the employee's efforts.
- **Follow up.** Ask the employee to check in with you regularly. Agree on follow up intervals at the outset; plan on at least four if the employee is entering new territory where his or her skills may not yet be up to par. Put a reminder on your calendar to check in if the employee doesn't come to you with a progress report on the specified date.
- **Evaluate the process.** Once the goal has been completed, meet with the employee to discuss what worked well and what didn't. Ask for suggestions about how to improve things the next time.

Overcome Failure with a Success Mindset

Nobody wins all the time, especially when it comes to sales. Coming back from defeat takes the right attitude, but you can rise again if you keep this advice in mind when you're down:

- **Pause and reflect.** You might be tempted after a major failure to immediately forge ahead on a new project/technique. Hold off for a while. Think about what happened—why you failed, what you could have done differently, and most important, how you feel about the experience. If you're angry or depressed, you may not be ready to give your next project your best effort. Wait until you feel prepared to work hard again with a positive spirit.
- **Keep your perspective.** Remember that every successful person has failed along the way. Learn what they did to come back stronger, especially in the energy efficiency field. Talk to people who can give you advice and support without dragging you down. Focus on the future instead of the past.
- **Be persistent.** "Never give up" isn't always easy advice to take, but it's the only way you'll ever achieve your goals. Remember that you're responsible for your own success—no one else—and refuse to give up that power to people or circumstances beyond your control. Once you're ready, get started again and don't quit.

Get to the Root of Problems

When you can't solve a seemingly impossible problem, do you just throw your hands high in frustration and walk away? Most of the time that's not an option. Try reframing the problem with these suggestions from Tina Seeling, author of *Inside Out: Get Ideas Out of Your Head and Into the World* (HarperOne):

- **Revise your question.** Turn the problem around by re-examining your real goal. Instead of “What new product will make lots of money?” ask, “What do our customers buy, and what do they avoid?” or “How can we offer more of what already works?”
- **Look for bad ideas.** You can unleash your creativity by flipping the process. Try to identify what doesn't work, what's failed in the past, or what would completely capsize any solution. You may be able to adapt a seemingly impractical solution, or eliminate a factor that's holding you back.
- **Question your assumptions.** Many of us fall into the trap of assuming that the answer we're seeking will look like solutions that have always worked. Take a close look at the problem, your organization, or your industry and identify practices that have never been questioned. Ask, “Why are we doing it this way?” You'll often find a new approach by going against the conventional wisdom.

Answer These Questions to Get the Most from Training

Training is as important to your organization's mission as it is to your employees' professional and personal development. To be effective in both areas, do some homework before you start. Here's a checklist of issues to address:

- **Have you identified the specific training your employees need?** “Airflow training,” for example, is vague; “how to create more efficient airflow inside the home” is more concrete.
- **Does everyone know what to expect?** Employees should know what they're going to learn and how it's going to be taught. Both employees and supervisors must understand what's going to happen in the training sessions.
- **Do you know how you'll measure the results of the training?** You'll have a much easier time getting support for training programs if you can show how they'll affect the bottom line. Work with trainers as well as your employees to match their new skills with specific objectives like “X percent increase in widgets produced per quarter,” or “Y percent more customers served per hour.”
- **Does the rest of the organization know about the training?** If your training benefits only a few employees, you've lost a valuable opportunity. Let the entire organization know what your employees have learned and how their new skills can help others in the company.

Not in Sales? These Tips Will Still Help You Succeed

Even if your job doesn't directly involve selling anything, perhaps you're an auditor or office manager, you can learn a lot about success by following the advice of top salespeople. Here's some wisdom from legendary sales guru, Tom Hopkins on the *Inc.* website:

- **Manage your time.** Plan your day, so you don't waste a minute on unproductive activities at work. Spend the first few minutes of every day setting priorities, then get started on them right away.
- **Develop your own mission statement.** Your organization has a mission statement, and you should, too. It should express your dreams, values, and tangible goals.
- **Associate with the right people.** Find colleagues and friends with similar goals and a positive outlook. Support them as you learn from them.
- **Follow up.** Don't make promises you can't keep. Do what you say you're going to do, and always check in to make sure the other person is satisfied with the results.
- **Follow your own path.** You don't have to listen to the conventional wisdom or do what everyone else in your profession is doing. Look for new ideas, and don't be afraid to strike out in your own direction.
- **Deal with rejection.** You won't get every sale or win every contract. When you're rejected, learn what you did wrong, so you can improve in the future. Then put it behind you and move on.
- **Help people feel important.** Don't become so obsessed about your own success that you forget the people around you. Show respect to everyone. Help them achieve their goals and dreams, and they'll be more willing to help you with yours.

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Think of Problems as Reminders to Slow Down

Most of us treat problems as frustrating obstacles. For example, a problem customer or an unexpected predicament when upgrading a home's efficiency can be frustrating. You can approach them in a more constructive way by thinking of them as "speed bumps" instead. Speed bumps are placed in the road to slow drivers down. This forces them to drive more cautiously and to pay closer attention to their surroundings.

Think of your workplace problems in the same way—as a signal to take some time to examine the landscape around you for obstacles or potential accidents. Remind your workforce that speed bumps don't stop you permanently if you're careful and observant.



From the desk of David Byrnes

The Art of Delegation Continued:

Get it wrong and you open yourself up to employees and subcontractors who are lazy, steal and lie and drag your energy audit business down.

Delegation is not assigning a task for someone to do and setting and forgetting it. It involves careful planning and accountability. If good delegation is the engine that drives your energy audit business, metrics and accountability are the oil. Creating good metrics for your staff or sub contractors is not being corporate nor is it not "selling out" and losing touch with your customer base. Metrics and a good training program set everyone up for success.

This is not to say that you need to put in the ground work to learn and master the things you need to master to be a damn good energy auditor. Read the entire article at BPIExamAcademy.com/blog

B2B Digital Marketing Tips and Tools

B2B marketing can be a tricky business given the general ineffectiveness of above the line advertising and the difficulty there often is in contacting those who actually make the decisions. This gap can, however, be filled by digital marketing, but the right approach still needs to be utilized in order to achieve the best results.

Your website is the best place to start. It is crucial to have your website be designed by someone who actually understands the nature of the business that the site is supposed to support and reflect. A website is the core of digital marketing, and you need to carefully consider the messages that will engage potential clients, their motivations, and the ideas they are likely to accept.

It is also crucial to recognize the importance of long-term engagement. The great majority of clients do not make spur of the moment B2B purchasing decisions but take the time to browse around, learn about your business and the services it offers, and have internal discussions before getting in touch. Content marketing helps drive interest and engagement in your brand over the long-term, with the aim of ensuring your product stays first on the mind of your prospect when the time comes to make a decision. Email marketing techniques, blogs, and social media should therefore be used to educate prospects and begin a trusting relationship prior to first contact.