



B2B Prospect Engagement Tips

Marketing content is very difficult to manage, with research showing that homeowners or prospects abandon it having only read just sixty percent. So what can B2B marketers and copywriters do to make an impact and keep their audience engaged?

One good tip is to seek out structured prospect engagement. Your marketing content and engagement performance should be carefully analyzed so that you will be able to become informed on ways you make the most of the situation and get a more-effective communications structure put in place. A good place to start is by making sure that your digital agency is fully aware of both the nature of your products and services and the culture of your company, as well as the identity and thoughts of your target audience and how to reach out to them.

Another good tip is just to keep it simple. Good content draws readers. Use aspiration, emotion, and mild humor in your content to ensure your audience stays engaged.

Creating a winning mindset

People need to feel passion, purpose and a sense of being productive, and such feelings are crucial for running a business. Creating and keeping a winning mindset can be more difficult than it sounds however, which is why the following pieces of advice may come in handy.

It is crucial to absorb inspiration from the world around you. Listen and watch the people and environment in your everyday life, and read a lot, the latter of which can offer a broader, more complex and richer of model of experience, enabling you to look at your own life with a new sense of understanding and a fresh perspective.

Staying fit is also a good idea as it keeps you sharp both physically and mentally, making you feel better, stronger and more confident. At least half an hour of exercise every day is a must. It is also important to give yourself the time to celebrate what you have achieved and gotten right in a day, and treat yourself to a little reward of some kind, such as a bottle of wine or going to a movie. Enjoy your successes, learn from your failures and move on to the next day.

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



Who turned out the lights?

Light bulb jokes will never go away. Here's a collection of some of the best:

How many graduate students does it take to screw in a light bulb?

Only one, but it may take five years or more and they may never actually finish.

How many psychiatrists does it take to change a light bulb?

Only one, but the bulb has to really want to change.

How many jugglers does it take to change a light bulb?

One, but you need at least three light bulbs.

How many Surrealists does it take to change a light bulb?

Two. One to hold the giraffe, and the other to fill the bathtub with brightly colored clocks.

Monthly Quote

“The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand.”

--Vince Lombardi

Reverse the Risk and Profit

Risk reversal is one of my all-time favorite profit-boosting strategies. When I coach energy auditors and home performance contractors, I always discuss the importance of risk reversal; however, it's critically important when you are starting your business.

When you are starting out, you really don't have a track record about which to boast to your prospects. Chances are also good that you have no testimonials yet. Your prospects have no reason to trust you, and skepticism is high on the list of reasons customers don't say yes to your product or service. Zig Ziglar always emphasized that one of the five main obstacles to a sale is the lack of trust.

Many entrepreneurs and business owners believe that prospects don't buy because of price. High price is rarely the reason a prospect doesn't buy even from a long-standing or well-established business. [Read More on Page 4.](#)

Keep ethics codes short and simple

Ethics codes don't have to be long, complex documents. One example of a simple statement of ethics was written in 1904 for Rotary International. Apply these four questions to everything your organization says or does:

- Is it true?
- Is it fair to everyone concerned?
- Will it build good will and better relationships?
- Will it benefit everyone concerned?

Fear in a handful of dust at work

Dust in the workplace may seem like no more than a nuisance, but in some cases it can be a serious threat. Combustible dust can lead to explosions and fires unless everyone is careful. Be on the lookout for these forms of dust that can cause havoc under the right—or wrong—conditions:

- Metal dust, such as aluminum and Magnesium
- Wood dust
- Coal and other carbon dusts
- Plastic dust and additives
- Biosolids
- Organic dust, such as sugar, flour, paper, and soap.
- Certain textile materials

According to OSHA, sufficient heat and oxygen can cause these types of dust to erupt, especially if they're confined (like in an attic space) and unable to disperse. Exercise caution if any of these dusts are present in your workplace.

Stay Organized

It can be difficult to stay organized at work with overflowing emails and dreams about what you are planning to do on the weekend. It can be even more troublesome with freelance work when surprises and unexpected misfortunes are part and parcel of the whole endeavor. The good news however is that there are ways to make sure you stay productive and on an even keel.

One good tip is to avoid multi-tasking. Focusing just on the one task will almost certainly mean that that task is completed much more quickly than if you were trying to handle several different tasks at once. Try to get your working day planned out so that you can avoid having to deal with more two assignments at any one time, something that will result in you feeling more confident and less stressed regarding your work.

Taking regular breaks throughout the day is also important. A lot of people feel guilty about taking breaks, but having the space to clear your mind for a few minutes will not only do your sanity the world of good, it will also actually help you to stay organized and be more productive.

Managing leave

Leave requests from employees can be time consuming yet the need to balance business requirements with the needs of employees can be made easier. One solution might be automated leave management systems and the burden can also be lifted by implementing some simple steps and processes.

Signs of excessive leave or limited availability should be looked into, but it is also crucial to demonstrate understanding and compassion if there turns out to be a legitimate reason behind it. Automated trackers can be a big help when it comes to identifying real problems.

It is also vital to be aware of all the policies and laws regarding leave entitlements. Some workers, particularly government employees, may under some circumstances be entitled to have extra-long periods of leave, making it vital to have managers be trained and educated about all allowances so that they can make a respectful response to leave requests from employees.

Advance planning for holidays seems simple enough yet is frequently overlooked by management. Managers should keep track of leave dates and make sure that productivity will not be compromised.

Safe traveling with your digital identity

With security breaches becoming a common occurrence, more and more people are interested in finding ways of protecting their security and privacy online. Travelling from job site to job site is something that presents a wide array of physical and digital security concerns as it is more than just a wallet that can be stolen these days – it is your entire online identity. The good news is there are ways of staying safe and secure even during travel.

One good piece of advice is to avoid making use of Bluetooth. Bluetooth can make you vulnerable to hackers while you are on the move. If you rent a vehicle they can see your previous network connections, copy them and trick your device into connecting with their own such devices. If you do use Bluetooth, avoid having it all on all of the time and make sure you have wiped your history prior to taking the rental vehicle back.

It is also a good idea to purchase a local SIM card to make it more difficult for would-be thieves to who may be monitoring your data.

It's who you know—so get to know these people

You spend your first few days in a new job getting to know people. You should, of course, be friendly to everyone you meet, but remember that some contacts are essential to succeeding quickly. The website Monster.com recommends connecting with these people as soon as you can:

- **An IT expert.** You'll need to get up and running with your technology quickly. Befriending someone from your IT department will be invaluable when you have problems.
- **The front desk person.** Whoever greets visitors at the front desk has a lot of power over who gets in to see you. Treat receptionists with respect, and they'll make sure your visitors feel special when they walk through the door.
- **Your boss.** This may seem obvious, but in the process of learning a new job you can forget that your manager is human, too. Don't try to be best buddies right away, but do get to know your boss as a person, not just an authority figure.
- **Administrative assistants.** Like the receptionist, these people have lots of power over what gets done in a workplace. Take care of them, and your requests will get through more quickly.
- **The influencer.** Try to quickly determine who everyone listens to. It won't necessarily be the boss. A co-worker who's respected by everyone on your team can be a useful ally as you take your place in the organization. Perhaps you'll find this in a crew or HVAC technician.

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A MONTHLY NEWSLETTER TO INFORM AND ENTERTAIN ENERGY AUDITORS AND HP CONTRACTORS February 2016

Paid in full: Get bills paid on time

If you run your own business, you know how important homeowners are. But if your customers don't pay you on time, your business won't last very long. Try these tactics to ensure you receive the money you're due:

- **Send bills promptly.** Don't wait until the end of the month. If customers get an invoice while the purchase is still fresh in their minds, the odds are better that they will pay promptly.
- **Put a specific due date on the bill.** Instead of "Due upon receipt," say, "Due by Feb. 29."
- **Contact customers as soon as they miss a payment.** Be polite and professional. Missing a due date may be an unintentional oversight, not a deliberate attempt to stiff. Most customers will respond positively to a polite reminder.



From the desk of David Byrnes

Reverse the Risk and Profit Continued:

You've probably had your own experience with warranties and know that the product will invariably stop working the day, week, or month after the warranty expires. Prospects will hesitate to buy because of that "what if" factor. What if it doesn't work? What if it doesn't deliver as promised? What if I'm not satisfied? It's up to you to eliminate that concern. And you can do that by reversing the risk. That is, you, as the business owner, assume all risk associated with the purchase of your product or service. Maybe it's a no more than 2 degree temperature change between each room. What about going big and guarantee energy savings? You'll find more often than not it is the risk reversal that puts you in the top tier of your competition. Read the entire article at BPIExamAcademy.com/blog

Reduce stress with these simple tips

Stress can undercut your effectiveness at work. Every job has less than enjoyable moments, but when you start feeling ready to burst, put some of these techniques into action:

- **Take a 15-minute break.** Once a day, spend 15 minutes relaxing. Try meditation, a quick walk, or some inspirational reading. Don't think about your problems, just immerse yourself in the activity. You'll feel better when you get back to work.
- **Learn to say no.** You probably can't turn down orders from your boss, but you can take more control of your time by not letting co-workers bury you with requests. Help out as much as you can, but let people know—politely—that you've got to stick to priorities. You'll avoid being overwhelmed by extraneous tasks.
- **Identify your motivations.** Figure out what you like about your job—and what drives you crazy. Seek ways to maximize the first and minimize the second. The better you know what you're looking for in your career, the quicker you'll find it.