

BOOK AN AWARD-WINNING SPEAKER FOR YOUR NEXT EVENT

MARK JEWELL

Wall Street Journal Best-Selling Author & Sales Trainer of the Year

"My father taught me, 'The best way to prosper yourself is to prosper others.' This statement has always resonated with me and has been the foundation for my career."

- Energy-focused training on sales, marketing, customer service, financial analysis and business acumen
- 27 years' experience influencing energy-related decisions across more than 3 billion square feet
- Keynotes, workshops and webinars attended by more than 10,000 energy professionals to date
- Two-time Stevie™ Award winner for Sales Training or Education Leader of the Year
- Recognized as one of Selling Power magazine's Top 20 Sales Training Companies
- Mark received his B.S. in economics and finance from The Wharton School at the University of PA



REQUEST A COMPLIMENTARY COPY OF MARK'S BESTSELLER

www.SellingEnergyBook.com



Sample keynote & workshop topics

● **Expressing the True Value of Energy Projects Using Your Customers' Own Yardsticks™**

A wealth of empirical evidence connects the dots between intelligently specified building systems and highly desirable business outcomes that extend far beyond lower utility bills. Explore examples from several market segments that demonstrate how reframing the benefits of your solutions using the correct jargon, yardsticks and sound bites will help get new projects approved and revitalize previously ignored or rejected ones.

● **Learning to S.E.E.: Sell Energy Effectively™**

Whether you're selling a solution or seeking approval internally to implement one, understanding the path to approval and how to build rapport among influencers and decision-makers vastly increases your odds of success. Learn strategies and tactics gleaned from more than 25 years' experience working with both vendors and customers in the energy space, including how to...

- Reframe benefits using yardsticks decision-makers currently use to measure their own success
- Expand the decision-making space to include benefits far beyond energy savings
- Use concise, compelling communication tools like "15-second elevator pitches," "one-page narrative proposals," and "one-page financial summaries" that help capture attention and secure consensus

● **Getting to Yes by Saying Less™**

It takes focus and discipline to create 15-second elevator pitches, three-sentence solicitations, one-page narrative proposals and one-page financial analyses. Learn the key elements of each of these concise communication tools and how to emphasize the "why" over the "what," "how," "how much," and "when" in all of your messaging. If you have ever failed to capture a prospect's attention or had a worthwhile proposal rejected – or worse yet, ignored – you need to attend this session.

● **Getting Homeowners Excited about Energy™**

Most residential energy professionals are "accidental salespeople." Many have received little or no formal sales training and see themselves as building technologists rather than salespeople. Learn how to assess your prospect's values and emotional triggers and how to reframe benefits to make them more compelling; communicate the wisdom of installing multiple measures; and, share success stories to give your prospect the confidence to pursue upgrades.

**KEYNOTES, BREAKOUT
SESSIONS, ONLINE
TRAINING & COACHING
CUSTOMIZED FOR...**

- Sales, marketing, engineering and customer-service professionals
- Trade allies, dealers, distributors, value-added resellers and manufacturers' reps
- Internal champions and decision-makers within existing and targeted customer accounts

What people are saying about Mark Jewell



Belinda Kenley

Vice President, Business Development & Marketing
Energy Optimizers, USA

"An outstanding presenter! I came away from the class with a lot of nuggets I could immediately use in my interaction with current and prospective clients."



Don Martinez

Customer Energy Resiliency Program Manager
Black Hills Energy

"This is an excellent program and a must for all business owners and sales staff. It is the best course I've attended on business training in sales and energy efficiency. I would recommend this course to anyone working in energy."



John Schuler

Sales Manager
Graybar Electric Co.

"Excellent! Well presented, very well worth the time invested to attend. This course should be part of the core curriculum for all newbies. Great refresher as well as added content for veteran sales people."



Marc Pickett

Senior Account Manager
American Mechanical Services

"This was an exceptional course that will change the way I sell, propose and describe energy efficiency to my clients, colleagues and friends. I believe it will substantially impact my sales and increase my productivity."

SELECTED CLIENTS

Ameren, American Electric Power (AEP), American Society of Heating, Refrigeration & Air-Conditioning Engineers (ASHRAE), Avangrid, Belimo, Camfil, Carrier, CLEARResult, CMC, Consumers Energy, DNV GL, Duke Energy, Efficiency Nova Scotia, Evergy, Eversource, Focus on Energy, FortisBC, Hoffman & Hoffman, Inc., Honeywell, ICF International, Illuminating Engineering Society of North America (IESNA), IMARK Group, Independent Electricity System Operator (IESO), Ingersoll Rand, InterNational Association of Lighting Management Companies (NALMCO), Johnson Controls, Leidos, Lockheed Martin, National Association of Innovative Lighting Distributors (NAILD), National Grid, NB Power, PECO Energy, Philips, Portland General Electric, San Diego Gas & Electric, Seattle City Light, Siemens, Sacramento Municipal Utility District (SMUD), Source Atlantic, Tennessee Valley Authority (TVA), Trane, The United Illuminating Company, We Energies, and Wisconsin Public Service (WPS). Find more at www.sellenergy.com/our-clients.

What people are saying about Mark Jewell

"I've experienced many different trainings, seminars and tutorials and this was by far the most impactful, valuable and game-changing I've ever experienced. Mind. Officially. Blown."

Anthony Mulherin

Energy Business Development Manager
Crescent Electric Supply Company

"Mark's program addresses every aspect of being a successful sales professional, which really gets at being successful in life and the pursuit of goals. He digs into how your enthusiasm, presentation, and habits impact your accomplishments, as well as how those you encounter - not just prospects, but everyone you meet - can make a huge difference in your achievements. This was the best time spent in training, out of the multiple degrees and hundreds of hours of CEUs, that I have ever done. Well worth the full cost, and then some!"

Babette "Barbie" Beaudette

Owner/Energy & Sustainability Consultant
Sustainable Performance / Rick's Energy Solutions

"Mark has an abundance of knowledge. It's amazing how much of it he passed on in a one-day seminar!"

Doug Adamson

Project Coordinator
Vollmer Group

"Finally! A course that comes from experience! I have flown here to attend other courses that started at level 1. If your company would like to amplify sales and design efforts, you should send your people who are ready to be exponential leaders in the field."

Dave Bennett

Sales
D&S Electrical Supply

"Selling in 6™ was the best investment I made last year."

Don Arrigo

President
Energy Efficiency Pros

"I was impressed by Mark. You can feel his energy and he's so passionate about what he does. He adds a little improv to the workshop, which helps keep everyone engaged. He's just brilliant. His knowledge on the subject is amazing. He really wants you to be successful."

Kelley Crenshaw

Business Development, Southeast
Piedmont Service Group

"Within 30 minutes of the start of the class, I had already texted our VP of sales and marketing that the Mark Jewell training was worth the money and that I had a great idea that I wanted to discuss with him. (True story!)"

Kevin R. Overcash

Business Development - Energy
Piedmont Service Group

"Great, concise, usable information. I believe this course will impact me and my sales staff by providing us the tools to get more appointments with C-level managers and close more deals with a better, more succinct proposal."

Fred Marshall

Branch Manager
Camfil

"I have been in sales for 30 years, 15 in energy, and was invigorated and inspired by Mark Jewell."

Jeff Hecht

President / CEO
Clikz Digital