



Turning 'No' Into 'Yes'

The 4 Most Common No's and How to Avoid Them

In the world of commercial energy efficiency equipment sales, the following scenario is all too familiar. (In fact, our research says it happens on three out of every four sales.)

Scenario: You've proposed your energy efficiency equipment upgrade or replacement, and your contact tells you 'no'. The 'no' is typically followed by a short explanation, and you're left scratching your head since the project seems to be a 'no brainer.'

What is your prospect really saying? In this eBook, I'll walk through how to decipher the 'no' and provide some suggestions on how to turn a 'no' into a 'yes'.

Before we go into what 'no' really means, the first question you have to answer is: "Could this person have ever even said yes?" It's well understood that in sales there's one person that can say 'yes' and everyone else can only say 'no'. So, if you hear 'no,' you need to know that the person could have said 'yes.' That is, it's important to know that a decision maker evaluated your proposal. Of course there are many valid reasons the decision maker may reject your proposal, but let's make sure you are doing everything to get your project approved!

Here are the most common no's we hear, what they're often implying, and what you can do to address their concern before they say 'no'.



"No. We don't have the budget".

What your customer is saying: "The only way we pay for a project like this is out of our capital budget."

The biggest challenge with selling energy efficiency upgrades is, most times the projects are opportunistic and unplanned. They didn't know they would get an unsolicited proposal to replace their lighting. So, they didn't put a line item in the budget for it. This should not be a surprise to anyone selling a nice-to-have (i.e. it's not broken or end of life) upgrade.

How do you turn that 'no' into a 'yes'? Give them a way to pay for it. Imagine if auto dealers only sold cars to people who could pay cash. How many of us would own cars? As we know, financing is focused on helping people take advantage of good investments when they don't have the capital at that time. And, what's a better investment than upgrading to equipment that saves money?

Did you mention financing and they said, "We don't finance [insert equipment here]."

Financing building equipment like lights and chillers may seem new, but equipment financing is a \$900 billion market in the US and has been a primary way for businesses to spend on capital equipment necessary to run and grow their business. Over 85% of businesses finance some piece of equipment from office furniture to copiers; businesses are very familiar with the benefits of financing.

So, what does this mean? Chances are very good that your prospect does finance equipment, but he or she simply hasn't considered financing installed building equipment like new lights. Also, make sure this message gets to the financial decision maker – facility professionals are not the ones making financing decisions.

Take Action: Introduce financing early in the sales process. If you show them ways to pay for the project you may not get the 'no budget' response.



Specialized Financing for Commercial Energy Efficiency Projects

Learn more about Noesis financing options before you present your next proposal.

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“No. We’ll wait until next year”.

What your customer is saying: “You haven’t convinced me that I need to do this now.”

There are always hurdles when selling energy efficiency equipment to a financial decision maker. All too often there’s too much time spent on why certain lights are better than others, for example. When making an investment in new lights (again, that typically aren’t broken), the financial decision maker needs to understand – and understand in the first couple of minutes of the pitch – why this investment makes business sense, and why it makes business sense now.

There are a few ways to get them to accelerate the decision. One is to always present a concise business case that’s in the language of the CFO. Second, here at Noesis our partners use compelling payment options (like 4.9% for 60 months) to get the decision maker to choose to do the project now and not delay until next year. There’s a reason why Chevy does Chevy Truck Month – compelling payment options get fence sitters to act.

Be Prepared: Starting the conversation with an easy-to-read one-page proposal, detailing the economic benefits of the project, and providing attractive – often expiring – financing options are good ways to accelerate your sale.



Does your proposal/quote look like this?

When presenting a project, you need to be concise but thorough. The Noesis generated one-pager gives your customer everything they need to make a thoughtful decision about your proposal.

[VIEW PROPOSAL](#)



"No. The equipment isn't broken".

What your customer is saying: "We run 'til fail around here. Why replace something that's not broken?"

Often the biggest hurdle in this industry is that equipment has to fail to be replaced, and people have been reluctant to upgrade any equipment before it's end of life. The challenge is that much of this equipment might not be out of life, but it's certainly out of date. How out of date? Thomas Edison developed the first commercial fluorescent bulb in 1896. And, many of the chillers and boilers in use today were installed before Tim Berners-Lee invented the World Wide Web. Technology has progressed leaps and bounds since then. It's no surprise that there are benefits to upgrading from older technologies.

It's your challenge to convince your customers that just because it's not broken, doesn't mean it doesn't make sense to replace it. New, highly-energy-efficient technology makes these projects make business sense, often leading to cash savings from day one.

Differentiate: Be prepared to sell your proposal as an investment opportunity. In the case where the equipment hasn't failed, you want to encourage your customer to not be reactive, but proactive to make good investments in new technology for their business.



Don't let your customer wait for catastrophic failure.

Read how after months of delay, Evolved Lighting got the project approved by introducing finance options.

CASE STUDY



“No. This project seems too risky”.

What your customer is saying: “I don’t really trust the savings that you’re forecasting.”

We know these projects can often seem too good to be true, and most decision makers don’t want to take the risk. The truth is no one has been fired for NOT making that EE investment so if the customer is not convinced that they’ll see the savings, they’re unlikely to risk it. In fact, ‘lack of trust in savings’ was the second most common reason cited as to why energy efficiency projects do not get approved.

The rub is that these projects are almost too good. That is, the savings that are realized from these upgrades are often so compelling that financial decision makers tend to cast a suspicious eye. And, the better the savings, the more suspicious. How can you win?

Things You Can Do To Build Trust: There are many ways to build trust in your projects. Bring case studies to show that you’ve delivered on your forecasts. Find industry reports that speak to the average savings. Have them talk to other customers. The more success you can point to, the better you’ll be. And, don’t forget simple math. LED lights just consume less – it doesn’t require a leap of faith, just addition.