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Energy Insider

Ideas to grow your business

Closing the deal: The top ways to get customers on board

As a contractor or distributor, you know that no two customers are alike. With busy schedules and competing time and financial priorities, energy efficiency often takes a backseat. So what's the secret to persuading them that a project is worthwhile?



1. Ask questions, build trust

Most customers won't know where to begin—take the time to ask genuine questions about their business. By uncovering unique challenges, concerns and what they value, you will not only build trust, but you can directly address each concern to build a compelling case for investing in energy-efficiency projects.

2. Focus on the emotional benefits

Emotion plays a large role in decision making. Help your customers understand that energy efficiency is about making things work better to improve work environments. For example, it can lead to reduced absenteeism, happier employees, improved comfort and even better air quality. If a customer is on the fence about a project, they may be swayed upon learning that they'll also be making their staff safer.

3. Provide proof

Decisions are justified with facts. Leverage credible studies, reports and measurements to help underscore the logical reasons to pursue a project. Support this with case studies of similar businesses or use your own anecdotal experiences to paint a more tangible picture.

4. Save dollars for the end

Cost savings are not always the carrot, so don't focus on the numbers right off the bat. Selling energy efficiency is about directly addressing the customer's concerns and goals, and the financials are used to support the decision. Break down the price in steps: first, show how it reduces core business costs; next, show the impact of incentives; finally, close with energy savings.

5. Show them how to start

Change is difficult, and often the biggest hurdle is just getting started. Some customers may also believe they are already as energy-efficient as they can be. Guiding them through each step can go a long way in helping them make a decision.

Add value through partnership and incentives

Enbridge Gas' team of Energy Solutions Advisors are here to support your business and add direct value for your customers. By opening the door with one project, we can also help you uncover other opportunities for your customers and put together an incentive to get the projects underway.

Contact our [Energy Solutions Advisors](#) today to start the conversation.

Smooth operations: Why your customers need a control strategy

From multi-residential to municipal buildings, operational improvements are by far the easiest entry projects for all facilities. With no-cost, low-cost improvements that require no upfront capital, optimizing operations can unlock significant ongoing savings for your customers.



Here's why control projects make sense:

- They can be implemented without capital investment.
- The project cycles are quick.
- Energy gains are immediate and can be significant.
- They can immediately alert operations teams about equipment issues.

Hidden savings are simple fixes

Control strategies help address the ever-changing needs of customers and their buildings by using built-in logic to be more efficient. They yield savings by managing seasonal loads, optimizing heating plants and ventilation systems and adjusting equipment scheduling. Given that many office and municipal buildings will continue to have reduced occupancy due to COVID-19, adapting schedules can yield savings.

Controls can uncover new opportunities

Where energy is continuously monitored, the equipment tends to reveal its own opportunities, so recommending a control strategy to your customers can also open the door for other projects.

Add value for your customer with expert help and incentives

Enbridge Gas has programs and incentives to help customers implement operational improvements and control strategies. Bring in an Energy Solutions Advisor to help support your project and speed up payback for your customers.

CONNECT WITH OUR TEAM

Why work with an Energy Solutions Advisor? Enbridge Gas' Joe Meriano weighs in.

As you work with your customers to help them reduce costs, bringing in an Energy Solutions Advisor can help you close more sales with free consulting services and incentives to speed up payback. We asked [Joe Meriano](#) how our team adds value.



What does an Energy Solutions Advisor do?

We act as partners to make it easier to get your customers' projects underway. Bring us in to help make the case to your customers—with representatives across the province, we can collaborate on solutions and secure incentives to help speed up their payback and give you a competitive advantage.

What's the advantage of bringing in an Energy Solutions Advisor?

As a trusted brand, Enbridge Gas adds credibility to help convince customers to move forward with a project. If a customer is skeptical about a proposal, we can confirm and reinforce the estimated savings and put together an incentive to help strengthen the business case.

How does the partnership work?

We're here to support your business and to help you close sales. With years of sector-specific experience and knowledge, we can also help to identify new opportunities that you can present to your customers.

Do you take care of the administrative end of things?

Yes, there's no additional work on your end. We take care of the paperwork, from calculating the estimated savings and return-on-investment, to completing and submitting the incentive application. Whether it's fixed equipment or a custom project, we're here to support you.

Planning a project? Let's partner up.

Bring us in early to help secure incentives for your customers.

CONNECT WITH OUR TEAM TODAY