

THE CENTER FOR ENERGY EFFICIENCY AND BUILDING SCIENCE

OCM BOCES – Sales and Marketing Training Registration Form – October 2009

Course Dates: 10/27 (8am-4pm)

Instructor: Erick Erickson

Location: Lee G. Peters Training Center; 4500 Crown Road, Liverpool, NY 13090

Cost: \$349.00

Registration form and payment due by: 10/23

Name: _____

Company: _____ **Federal Tax ID Number:** _____

Residence Address: _____

City, State, Zip: _____

Mailing Address (if different from above): _____

City, State, Zip: _____

Telephone Number - (Home): _____ **(Work):** _____ **(Cell):** _____

Email Address: _____

SS#: _____ **DOB:** _____

Last Grade/Course Completed: _____ **Veteran Status:** _____

Race: American Indian/Alaska Native ___ Asian ___ Black/African America ___

Native Hawaiian/Other Pacific ___ White ___ More than one race ___ Not provided ___

Ethnicity: Hispanic/Latino ___

Employment Status: Employed ___ Employed but received termination notice/military separation ___

Not employed/not in military ___

Marital Status: Single ___ Married ___ Divorced ___ Widowed ___ Separated ___ Common Law ___

Disability Status: Yes ___ If yes, please identify: _____

No ___ Not provided ___

How did you hear about this training? _____

Payment and Reimbursement Information

Paying by: Check ___ MasterCard ___ Visa ___

Credit Card #: _____ **Expiration Date:** _____

Card holder's name: _____

Please sign your name to authorize the release of all registration information to CSG and NYSEDA for the processing of tuition reimbursement: _____

If seeking reimbursement, to whom should the check be made out to? Student ___ Company ___

Where should the check be sent? Street Address: _____

City, State, Zip: _____

Please fax completed registration form with payment information to **(315) 453-4479, attention, Shirley Modafferi**. For more information please call **(315) 453-4409**.

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Sales and Marketing Course Description

Specially designed for New York State contractors participating in the Home Performance with ENERGY STAR program, this fundamental Sales and Marketing training discusses the components of a marketing plan and features tips, tools, and presentation skills to help you explain and sell the “whole house approach” to potential customers.

Prerequisites:

Knowledge of Building Analyst and the Home Performance with ENERGY STAR program are encouraged.

Schedule:

The Sales and Marketing Course consists of 8 hours of classroom instruction featuring role play.

Training Topics:

- Marketing concepts – Components of a marketing plan
- Co-op marketing opportunities
- Listening to make the sale
- Turning objections into opportunities
- Tips for closing the sale
- The presentation book: How to make it work for you

Reimbursement Information:

NYSERDA reimburses 75%-100% of the fee upon completion of the course to qualified students in the New York System Benefits Charge utility territories. Your level of reimbursement is dependant upon the location in which you perform work under the New York Energy\$mart™ programs. This incentive is begin offered by NYSERDA for a limited time. You must complete the entire course to receive Proof of Participation and reimbursement.