



# **CONFRONTING COMMON CUSTOMER OBJECTIONS IN HOME PERFORMANCE**

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Energy Circle Webinar Series

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# Energy Circle On The Road

~~02/04 - 02/06: **Better Buildings by Design: Efficiency Vermont** | Burlington, VT~~

~~02/11 - 02/12: **Building Performance Association Northeast Regional** | Saratoga Springs, NY~~

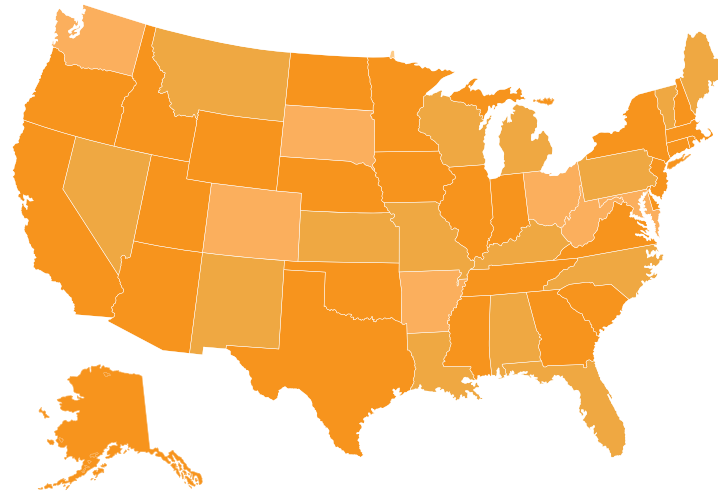
02/24 - 02/26: **RESNET** | Scottsdale, AZ

03/09 - 03/11: **Better Building Better Business WI** | Wisconsin Dells, WI

03/17 - 03/18: **Building Science Conference & Expo** | Knoxville, TN

04/06 - 04/07: **New Jersey Clean Energy Conference** | Atlantic City, NJ

04/27 - 04/30: **2020 Building Performance Association National Conference** | New Orleans, LA



# What We'll Discuss

- 1 Fundamentals of Home Performance Marketing—The Single Measure Lead**
- 2 Growing Importance of First Touch Experience**
- 3 From our Data: The Most Common Objections**

# Data Sources: Energy Circle HP Clients

**601,232** Recorded Calls since 2012

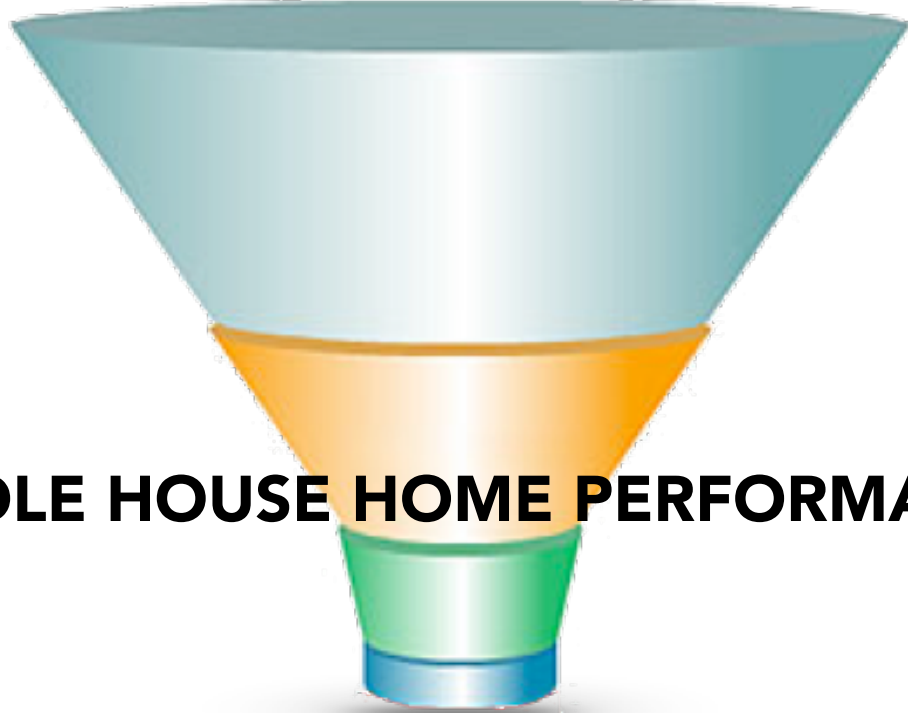
**100,796** Inquiries in 2019

**80,637** Recorded Calls

**20,159** Forms & Chat Sessions

# Challenge of the Single Measure Lead

AC Repair      Spray Foam      Asthma      Rebate      Sick Child  
Crawlspace      Energy Cost      Climate Change      Heat Pump  
Cold Room      New Furnace      Mold      Fujitsu      Dust



**WHOLE HOUSE HOME PERFORMANCE**

**MORE COMPREHENSIVE JOBS**

# “Gateway” Concept

*the Home Performance journey begins with a single measure lead*



broken furnace

broken furnace

broken furnace **mem**

broken furnace **ignitor**

broken furnace **thermostat**

broken furnace **troubleshooting**

broken furnace **thermostat symptoms**

broken furnace **fan**

broken furnace **heat exchanger**

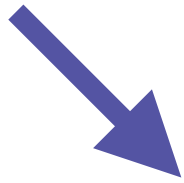
broken furnace **jokes**

broken furnace **motor**

Google Search    I'm Feeling Lucky

Report inappropriate predictions

**Trigger**



**Lead Capture**



Discomfort

Asthma

Broken  
Furnace

WOM

Web  
Research

Incentives

Google Ads

**Sell  
Whole House  
Solutions**

Facebook

Energy  
Efficiency

PR

Moisture  
Problems

Website  
Content

Medical  
Referrals

Ventilation

Testing &  
Diagnostics

Home  
Electrification

Ductless AC

# Gateway Concept

Homeowner concerns start with a ***single trigger.***

Successful contractors ***pivot the homeowner mindset*** to system thinking & high impact, whole house jobs.



# Core Premise of Performance Contracting

## **First Touch is Critical**

Most Leads are Single Measure  
You are Selling Something Different  
Experience Has to Be Better Right From Start

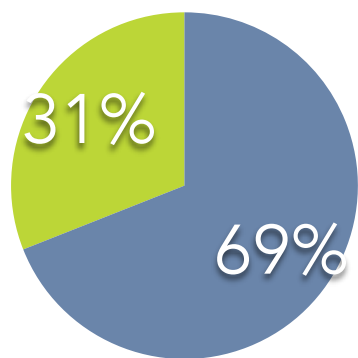
# Evolving Contact Channels

- 1. Lead Form**
- 2. Phone Call**
- 3. Live Chat on Website**
4. Message from Google
5. Message from Facebook Messenger
6. Quote Request from Google
7. Bid Request from Aggregator
8. Text Message

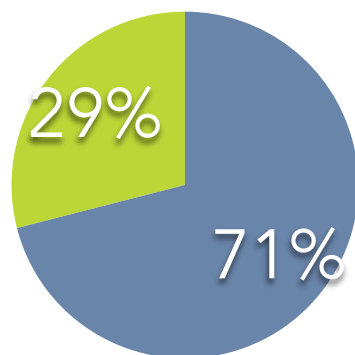


# Growing Demand for Instant Gratification

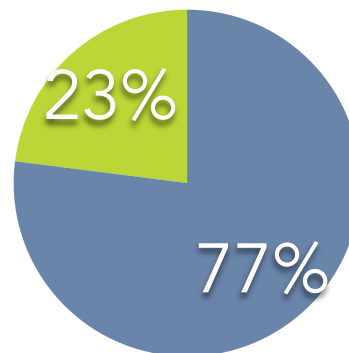
## Web Forms vs Phone/Chat



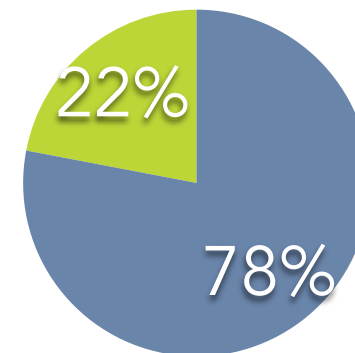
**2016**



**2017**



**2018**



**2019**

~135 Energy Circle Websites



# **THE MOST COMMON FIRST TOUCH OBJECTIONS**

(caution: your business model may differ)

## **CONSULTATIVE SELLING**

*Objection handling is problem solving*

### **Principle 2: Be the Trusted Advisor**

(Truth Bomb: Nobody Likes a 'Salesperson')

# Objection #1: Quote Over Phone

*I'm looking for a quote for cellulose in my attic*

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**Qualify:** price shoppers can be bad leads

**Key Tactic:** shift the conversation and differentiate

- companies that price insulation by the sq ft aren't as thorough as us
- air sealing might be more important

# Objection #2: Self Diagnosis

*My bonus room is cold and I need a larger furnace  
Our windows are drafty and need to be replaced*

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**Qualify:** stubborn homeowners can be hard to alter

**Key Tactic:** emphasize building science-based approach

- you may very well need new \_\_\_\_\_
- our assessment process will determine how to most effectively solve the problem

# Objection #3: Specific Type of Insulation

*I'm looking for a quote on batt/spray foam/cellulose insulation*

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**Qualify:** sign of a price shopper; may not be open-minded

**Key Tactic:** emphasize breadth of insulation options

- we install many (all) types of insulation
- there are many considerations when choosing insulation types
- we can work with you to choose the right solution for your unique situation



# Objection #4: Insulation for Specific Room

*I need to insulate the walls in my baby's room*

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**Qualify:** probe for how they arrived at conclusion & openness to alternatives; possible competitor recommendation?

**Key Tactic:** be cautious about disagreeing; test for flexibility

- we'll determine exactly what the most cost-effective approach is for your house
- sometimes the solution is a mix of insulation in different places—are you open to that?
- emphasize building science-based approach

# Objection #5: Don't Want an Audit

*I just need to get this done & don't have time for an energy audit  
Why do I need and audit that costs extra?*

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**Qualify:** a little more effort at the start will get you a more effective solution and more bang for your buck

**Key Tactic:** emphasize thoroughness, explain why a science-based assessment is better

- cite examples of when an audit changed the presumed solution
- emphasize long term value of a thorough plan for your house
- emphasize building science-based approach



**QUESTIONS?**

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# Good Gateways, Challenging Ones

*initial triggers that are more easily converted to comprehensive jobs*

Difficult	Improving?	Good
Windows	Healthy Home	Crawlspace Repair
Solar	IAQ	Discomfort
HVAC Repair	Mini-Splits (Ductless)	Home Electrification
	Smart Home	Net Zero
	HVAC Service	Spray Foam

**Data Sources:**

- Search Volume (proxy for interest level)
- Website Conversion Rates (Visit to Lead)
- Customer Acquisition Cost (Client Provided)
- Average Job Size (Client Provided)