

SUNPOWER[®]
Smarter Solar™

Smarter Selling



Increase Your Closing Rate & Profits!

What's the most profitable investment you can make today? An investment in your future sales success! This program will revolutionize your sales process and make it easier, more fun, and more profitable for you to sell solar solutions to 21st century homeowners.

What is Smarter Selling?

Smarter Selling is an intensive 2-day learning program that arms you with the exclusive formula that helps your customers sell THEMSELVES – boosting your sales and profits!

Why should I attend?

Attending Smarter Selling can be the most profitable decision you will ever make. Looking for RETURN ON INVESTMENT? Higher close rates and system prices are common immediately after attending Smarter Selling. That adds up to hundreds of thousands of dollars over your career!



**The Best Investment You Can Make
Is In Your Future Sales Success!**

“The two most important things I learned were how to close on the first visit and how to get all decision makers involved.”

-Joel K.
Santa Cruz, CA

Space is limited - reserve your spot at:
www.sunpowersupport.com/portal

Brought to you by:

SUNPOWER[®]
Smarter Solar™

To achieve premium profits you need to sell a premium product. SunPower offers a package that is unparalleled in the industry. The reliability, energy efficiency, and appearance of the product give you a competitive advantage. Team the SunPower product with your company and your installation and you have a powerful solution that commands a premium.

The challenge is showing the customer exactly why it makes sense to spend more money to buy your premium SunPower solution. The key is to illustrate the value the solution provides. When value exceeds price, customers buy.

SunPower and The ACT Group, Inc. have teamed up to bring you Smarter Selling -- a 2-day sales training course that prepares graduates for success with a proven, time-tested sales process. Gaining the confidence to sell above the “low-ball” competition, proven methods to overcome objections, and an easy way to determine your customers buying motives are just a few things you will take from this program.

THE ACT GROUP INC.
Increased Profits Through Knowledge™

Investment Includes:

- ✓ Smart Selling course tuition
- ✓ Comprehensive full color presentation manual
- ✓ Tools to build value and close sales
- ✓ Certificate of completion
- ✓ Continental Breakfasts
- ✓ Lunches & Refreshment Breaks

About your seminar leader: Jim Hinshaw



Jim began his training career with The ACT Group, Inc., working part time for several years while still in the contracting business. He

retired from the contracting business in 1999 and went to work as a full-time sales and marketing trainer.

He enjoys training sales, technical, and management team members at companies that want to increase profits and grow to the next level. Jim is a published author with a regular column in three major contracting trade publications.

It is impossible to attend one of Jim's seminars or workshops and not be motivated to improve your sales skills. His passion for helping contractors succeed and for teaching the No Pressure Selling® process invariably comes through to each participant.

Jim has provided high-results training for clients from Calgary, Canada to Adelaide, Australia. He has enjoyed working with groups as diverse as Trane & Carrier Air Conditioning, Southwest Sod, Three Day Blinds, The UPS Store, and Subaru.

Why Should I Attend?

- ✓ **Increase your profit on each job:** Learn to consistently Sell premium SunPower solutions and sell at your desired margins without discounting
- ✓ **Increase your closure rate:** Discover how to eliminate the low-priced competition and avoid customer stalls by helping them see all the benefits of owning today
- ✓ **Receive more referrals:** Have your existing customers telling everyone about you and your quality workmanship
- ✓ **Gain confidence:** We'll help you take the stress out of "selling" and show you how to have a little fun while maintaining your professionalism



"I have sold for large and small companies in a couple of different fields. This program will flat improve your profits in any business."

-Sam F.
Broken Arrow, OK

- ✓ Learn the simple steps in the No Pressure Selling® formula that will work for you!
- ✓ Discover easier ways to sell premium solutions that result in higher margins.
- ✓ Receive the indispensable Solar Concerns List® and learn how it helps customers sell themselves. (You'll be amazed how well this works!)
- ✓ Learn how easy it is to lock out others by using the Wheel of Value®. (It documents the 4 things your customers want, but your competition can never provide.)
- ✓ Easy ways to deal with "Need to think about it," ... "Price is too high" and "I need another bid." (Your closing ratio will grow and self confidence will skyrocket!)
- ✓ Receive the essential No-Pressure Selling® presentation manual that makes presenting benefits simple and easy. This simple presentation that answers customers concerns and makes closing a snap.
- ✓ Learn and master the 2 proven questions that can eliminate over 50% of all objections.

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