2017 NGA Sales & Marketing Conference
March 17, 2017
Key Phrases

• “Educate Your Customers”

• “Build Rapport”

• “Provide Lagniappe”

• “Expand Your Sales Force”
“Educate Your Customers”

• Neighborhood Meetings
  - Discuss the conversion process

• Webinars
  - Supplement to Neighborhood Meetings

• Door to door
  - Provide informational material
Real Life Experience

• Canborne Way Project
  − Held a Neighborhood Meeting
  − Partnership with the Association led to a strong turnout
  − Signed the required number of customers
“Build Rapport”

- Use the customer’s name
  - Repeat a minimum of two times during interaction

- Ask open ended questions
  - Uncover the customers needs and preferences

- Be responsive
  - Answer all customer requests within 24 hours
Real Life Experience

• Garvin Road Project

  - Bob was the “Neighborhood Champion”

  - Signed 17 out of 32 residents

  - Led to a referral for another potential project
“Provide Lagniappe”

• Means something given as a bonus
  - Send a follow up email with a personal touch
  - Take your shoes off before entering a customer’s home
  - Bring your customer’s morning paper to the door
Real Life Experience

- East Wharf Project
  - Met with Mary and saw her cleaning out her garage
  - Assisted her with bringing trash bags to the dumpster
  - Mary owned three homes and converted them all
“Expand Your Salesforce”

- Solicit the neighborhood for “Neighborhood Champions”
  - Ask residents to participate in the process and help spread the word
  - Provide them with informational materials to help educate other prospects
  - Have weekly check-ins to follow up with leads
Real Life Experience

- Pinewood Trail Project
  - Solicited the help of four “Neighborhood Champions”
  - Neighborhood Champions went door to door
  - Signed 35 out of 65 residents
Working with Associations
Who’s Involved

- Association Board
- Homeowners
- Gas Company
- Real Estate/Legal
Process

- Identify and work with Board designee
- Easements
- Board presentation (get the board on-board)
- Supplemental Agreements
Process (Continued)

- Custom marketing to association homeowners
- Contract Signing
- Construction
Real Life Experience

• Marion Rd Project