

Psychology of selling efficiency

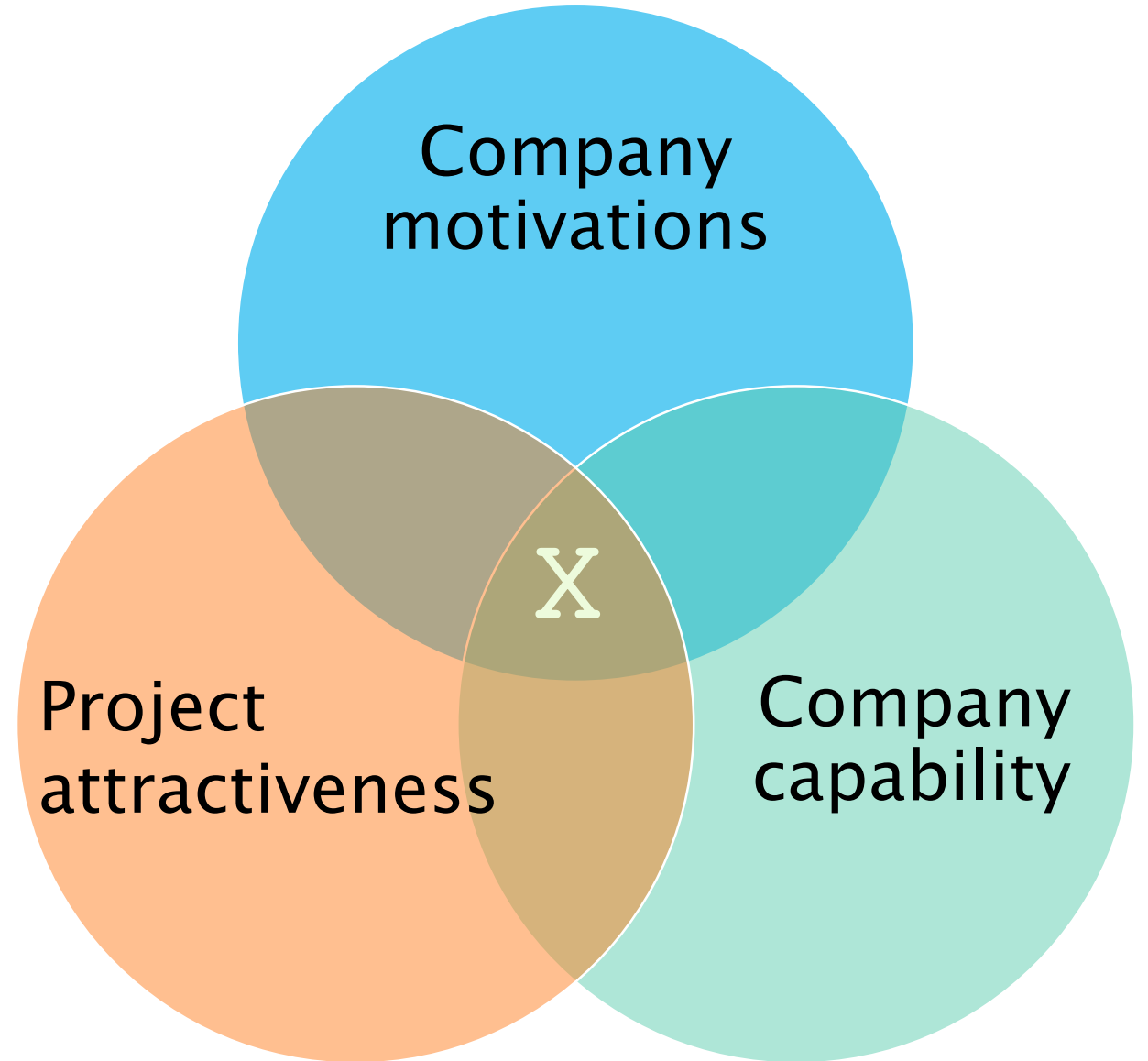


Psychology of selling efficiency



Thinking about other people
and their context for making decisions

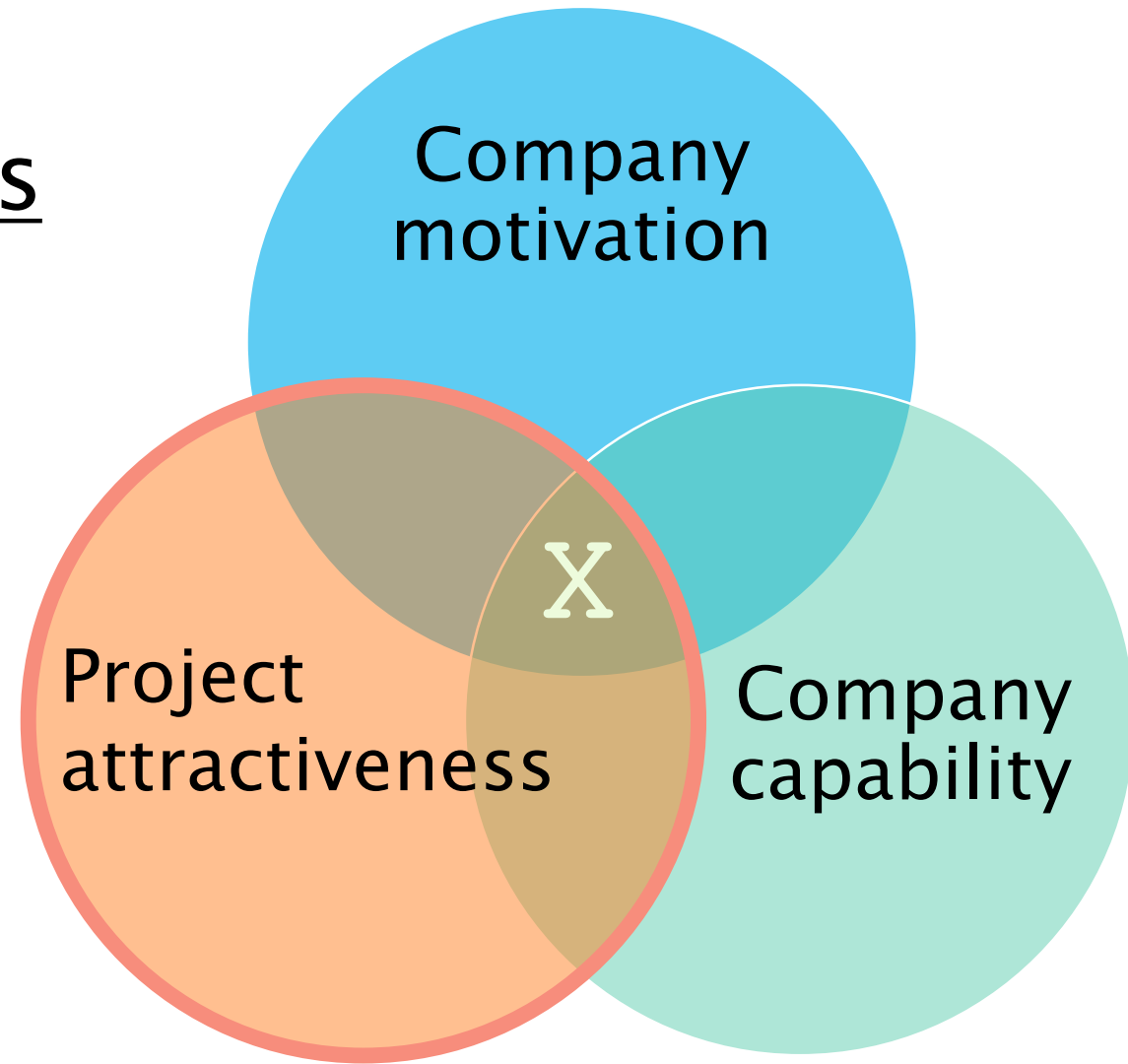
Context for making decisions



From ClimateWorks Australia (2011)
Industrial Energy Efficiency Data Report

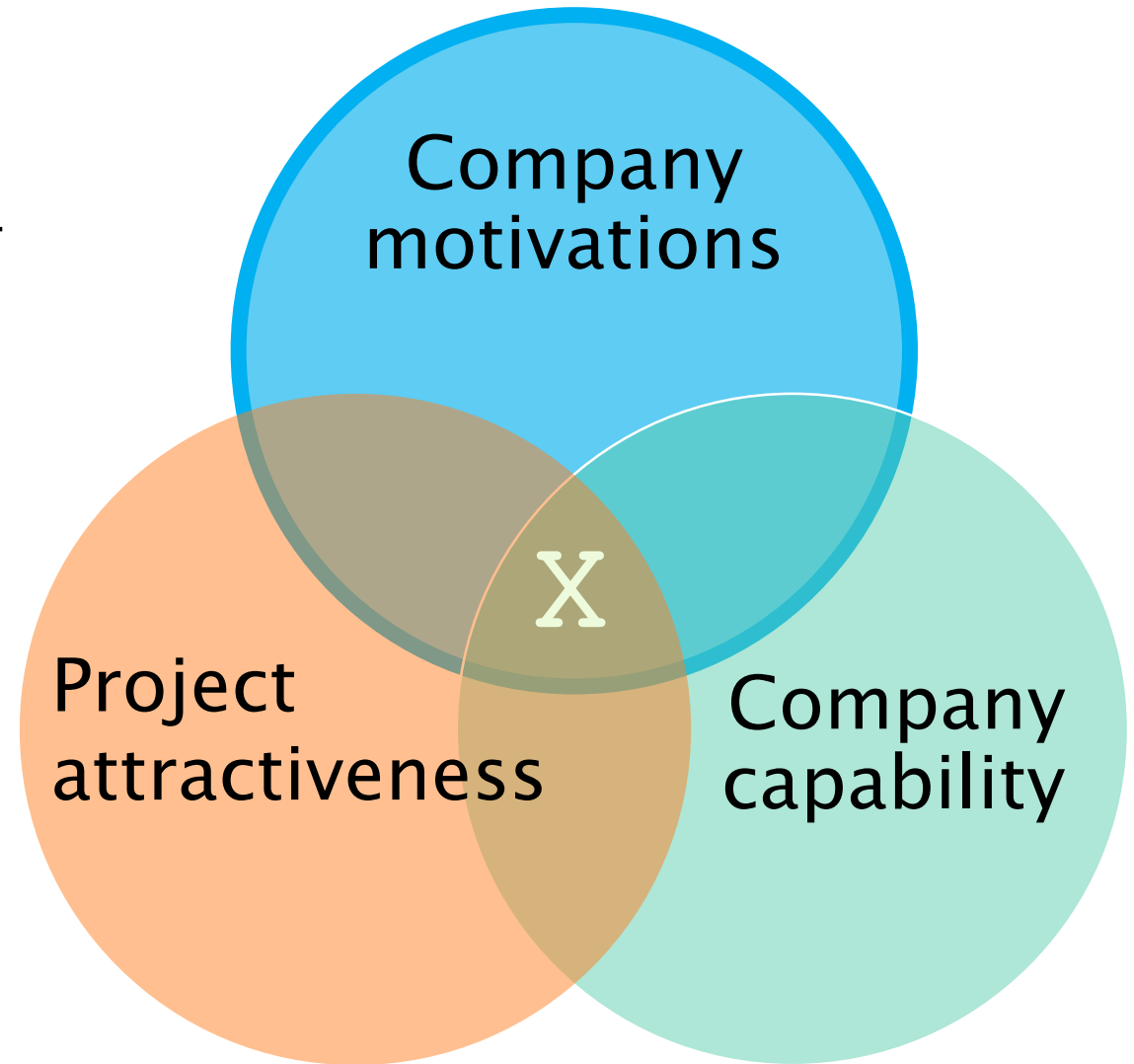
Project attractiveness

Numbers don't speak
for themselves



Company motivations

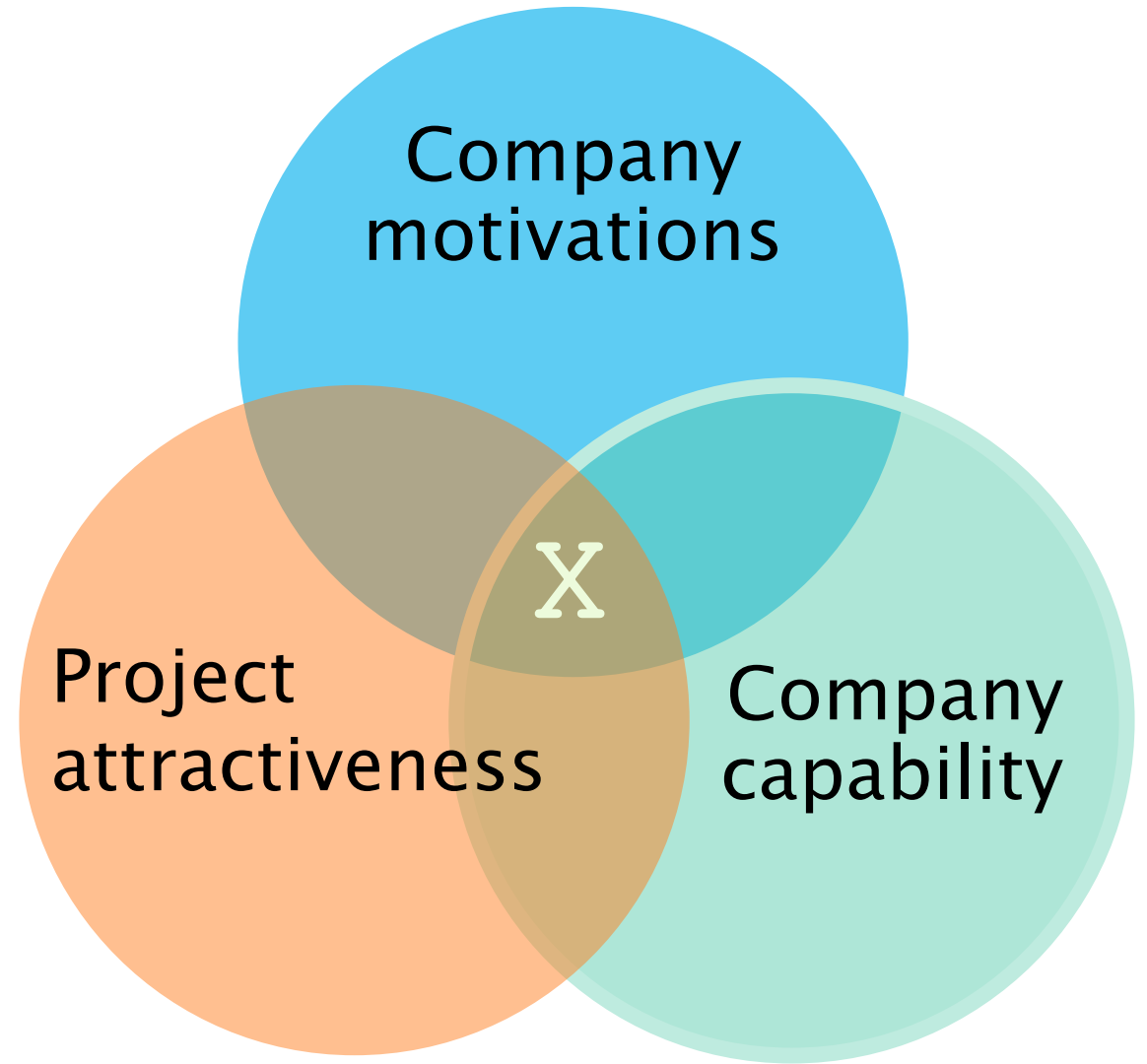
Understand their motivations and speak their language



Company capability

Skills, knowledge, data, systems, procedures, and other practices.

What does good practice look like and how can you build it?



Think about other people and their context for making decisions

Numbers don't speak for themselves

Discover a company's motivations and speak their language

Build capability and share ideas of good practice

