

VII S E V E N



Utility Management Consultants, LLC

Utility Consultant Sales Training Class Agenda September 12-16, 2011 Houston, TX

We welcome you to the Seven - Utility Management Consultants, LLC. Consultant (Sales) Training Class. **This class is a culmination of the successful experiences and methodologies of over 14 years of selling professional consulting services! It is my passion.** I recognize that there are varying selling styles and levels of experience. You will be taught a methodology that works! It is my hope that you will either 1) start your sales career with a proven methodology 2) increase your current level of experience and 3) learn how to sell this product!

It is my sincere desire that you will get as much out of this course as possible. Our goal is to improve you, facilitate your growth and increase your personal and professional success.

We have an excellent product with an ever increasing necessity and demand for our service. The product is in place. **The diligence required to bring in new business will be placed in your hands.**

The purpose of the class is to:

1. introduce you to our Firm
2. teach you the methodology of our service
3. introduce you to key personnel at our company headquarters
4. show you the complexity of the analysis and back office work required for this product, and
5. teach you the proven successful methodology of selling this service

There is a final exam at the end of the course with ~500 questions. This will be taken and graded, and will be used as a learning experience for you. Unless you were a Summa Cum Laude student, you are not likely to pass the exam on the first go. **THAT IS OK!** We will correct the exam together and learn from it, the week after the course.

After successful completion of the course, the Consultant will be proficient in:

1. Prospecting a company, efficiently and effectively. You will receive hands on ACTUAL coaching with live calls.
2. Finding the right person at the company
3. Effectively Sending our Prospectus and marketing material.
4. Speaking to the Decision Maker and selling our service
5. Deal closing, and
6. Product knowledge.

If you are new to this industry, you can expect 2-4 months of intensive learning and **HARD WORK** until you will be able to proficiently sell this service to upper management at large companies. Reflected by the excellence of the product, simply following our prospecting and sales technique will net you some clients after the first few weeks of your diligence (and we will close them for you!). You will receive guidance in building your pipeline for your future success.

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On an ongoing resource, you will receive:

- 1) Access to our training portal, which can be listened to on any mp3 device. These training tapes include hundreds of hours of live sales calls and proprietary product knowledge in the following areas: a) General Product Information. b) Getting to the Decision Maker. c) Speaking to the Decision Maker d) Negotiations and Deal Closings
- 2) Ongoing mentoring and support is offered by Management personnel at Seven - Utility Management Consultants, LLC. One of our tenured consultants will be available, on an ongoing basis to close the sales call, and to close the actual utility contract.
- 3) A weekly interactive sales meeting where we discuss specific deals, occurrences at our firm, and throughout the industry.

The training course is a hands on, intensive course! This course is not simply theory. To prove the success of this course, we will gain new clients and close deals during this first week!! Beginning with prospecting the company to closing the deal. **This course and this method work!**

The course is not meant for those that want to casually sell something. It is only for those serious professionals who desire to better themselves (regardless of their background and experience). You will be coached, constructively criticized, advised and mentored. There will be interactive calls and training. **This course is not for the “thin-skinned”, it is not a honeymoon. Please be prepared to work and learn.**

Prequalifications to take the course:

1. Diligence, work ethic and a commitment to excellence
2. Open Mindedness
3. Signature on Employee or Independent Contractor agreement
4. Signature on non-compete agreement
5. Proficiency in use of the PC, including emailing files, typing, looking up companies on internet
6. Proficiency in speaking on the telephone to Assistants and C-level executives
7. Proficiency in a business mindset

Materials that you will receive

1. Seven - Utility Management Consultants, LLC. Consultant Sales Training Manual. This includes all proprietary marketing material, sales methodologies and techniques, client case studies, VII background, Key Selling Points, Lead Generation training, Savings Analysis, Energy Market material.
2. Seven - Utility Management Consultants, LLC. Product Training Manual. Including a wide array of Energy and Telecom Industry information. Much of this will be a self study.

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Agenda

As this profession takes self discipline, we will **begin all sessions promptly** and **work diligently** throughout the day. You should be tired by the end of the day. While we are all very sociable people, during this training time we keep personal conversations and any interruptions to an absolute minimum. –We can get to know each other, personally at Happy Hour or Dinner. **We get down to business at this course.** Unless otherwise indicated, the segments are taught by Jason Mass.

Monday

8:30 am Introduction to Seven - Utility Management Consultants, Ltd.
9:00 am-10:00 Lead Generation Training
11:00 – noon Sales calls to the 10 prospects that I emailed on Monday early am or last Friday afternoon or Sunday night.
Noon – 1 pm Lunch
1:00 pm – 3:00 Product Training - Alex Toutouchi, Manager of Consulting Services
3:00 – 4:00pm Key Selling Points of Seven - Utility Management Consultants, Ltd.
4:00 – 5:00 Getting to the decision maker. Getting correct persons contact information, and sending them our firm's Credentials, Prospectus, LOA and Agreement. We will prospect 10 new clients and send them our material. **You may bring your own leads to this segment. We will prospect them and sell to them. That client will be YOURS! A company name is all that is needed.**

Tuesday

8:30 am Questions from day 1 and Sales Calls
9:00 am-10:00 Lead Generating and Prospecting – Finding the right company to go after. We will take turns doing this
11:00 – noon Sales calls to the 10 prospects that I emailed on Monday (yesterday).
Noon – 1 pm Lunch
1:00 pm – 3:00 Product Training – Will Matthews, Manager of Pricing and Analytics
3:00 – 5:00pm Getting to the decision maker. Getting correct persons contact information, and sending them our firm's Credentials, Prospectus, LOA and Agreement. **THIS IS CRITICAL, AND YOU WILL BE TAUGHT HOW TO EFFECTIVELY DO THIS.**

Wednesday

8:30 am – 9:00 Questions from first two days
9:00 am-10:00 Lead Generating and Prospecting – Finding the right company to go after. We will take turns doing this
11:00 – noon Sales calls to the 10 prospects that we prospected the day before.
Noon – 1 pm Lunch
1:00 pm – 3:00 Product Training – Alex Toutouchi, Managing Director
3:00 – 5:00pm Getting to the decision maker. Getting correct persons contact information, and sending them our firm's Credentials, Prospectus, LOA and Agreement

Thursday

8:30 am – 9:00 Questions from first three days
9:00 am-10:00 Lead Generating and Prospecting – Finding the right company to go after. We will take turns doing this

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11:00 – noon
Noon – 1 pm
1:00 pm – 3:00
3:00 – 5:00pm

Sales calls to the 10 prospects that we prospected the day before.
Lunch
Pricing Desk Training – Will Matthews and Paula Scott, Pricing and Analytics
Getting to the decision maker. Getting correct persons contact information, and sending them our firm's Credentials, Prospectus, LOA and Agreement

Friday

8:30 am – 9:00
9:00 am-9:30

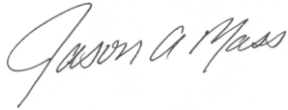
Questions from first four days
Lead Generating and Prospecting – Finding the right company to go after. We will take turns doing this. **Goal for each Attendee to find 5 prospects and get info in 30 minutes.**

9:30 – noon
Noon – 1 pm
1:00 pm – 3:00
3:00 – 5:00pm

Sales calls to the 10 prospects that we prospected the day before.
Lunch
Final Exam
Getting to the decision maker. Getting correct persons contact information, and sending them our firm's Credentials, Prospectus, LOA and Agreement. In these two hours, I will show you how to find, prospect, call and get contact information **for 20 companies.**

I wish each of you the very best in success!!

Sincerely,



Jason A Mass C.P.M., CEP, BEP
Founder and CEO

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