Ready to learn how to sell without being salesy?

PRACTICAL SELLING FOR PASSIVHAUS AND SUSTAINABLE BUILDING PROFESSIONALS
ABOUT US

The Australian Passivhaus Association (APA) is an independent, not-for-profit organisation which aims to lead change by educating, promoting, and supporting the delivery of Certified Passivhaus buildings in Australia. Our vision is that all Australians live and work in healthy, comfortable, low-energy, resilient buildings.

OUR VISION

All Australians live and work in healthy, comfortable, low-energy, resilient buildings.

OUR MISSION

Lead change by educating, promoting, and supporting the delivery of Certified Passivhaus buildings in Australia.

OUR EDUCATION DEPARTMENT

Passivhaus is rapidly gaining momentum in Australia and APA aims to make Passivhaus the benchmark for comfort in all our buildings. Our courses are designed to specifically focus on helping professionals, trades and individuals understand more about Passivhaus. APA Members receive a 5% discount.

APHA has a variety of committed industry Passivhaus experts willing to train you for our certified courses, masterclasses, webinars and more. We currently offer three courses:

Certified Passivhaus Designer/Consultant Course

In this course, you will learn to design energy-efficient and cost-optimal buildings by implementing the Passivhaus principles in your projects as well as write the Certified Passivhaus Designer/Consultant exam.

Certified Passivhaus Tradesperson Course

In this course, you will gain the foundation Passivhaus Tradesperson knowledge necessary to prepare you to tackle your first Passivhaus project, as well as write the Certified Passivhaus Tradesperson exam. A PHI Certified Passivhaus Tradesperson (CPHT) is equipped to implement the Passivhaus building standard.

Practical Selling for Passivhaus and Sustainable Building Professionals

In this course you will learn a simple, practical, non-salesy approach to selling so that you can win more clients and projects. You will learn how you can use energy efficiency and sustainability as a competitive advantage without having to constantly compete on price whilst allowing you to deliver the quality product you want for your clients without having to cut corners.

For any education related enquiries please contact...
You will learn how you can use energy efficiency and sustainability as a competitive advantage without having to constantly compete on price whilst allowing you to deliver the quality product you want for your clients without having to cut corners.

**COURSE OVERVIEW**

You will learn how you can use energy efficiency and sustainability as a competitive advantage without having to constantly compete on price whilst allowing you to deliver the quality product you want for your clients without having to cut corners.

**Who is this training for?**
Anyone who needs to sell a product or service and wants a simple, practical, “non-salesy” step by step approach to selling and anyone who is interested in using energy efficiency and sustainable building design to sell more. This course has been designed for builders and building professionals including architects, engineers, building trades, energy assessors, surveyors and interior designers.

**Why should they do it?**
- **Understand buyers** - understand key elements of buyer psychology and what your customer wants
- **Learn How to Stand Out** - Discover how to differentiate yourself from your competition using energy efficiency and sustainability.
- **5-Step Sales Process** - Learn a practical 5-step sales process based on one of the best-validated sales methods available today.
- **Learn how to stop trying to sell on values** - Your values might be driving your work, but your clients are not buying on values.

**OPTION ONE DELIVERY MODE:**
**ONLINE SELF-PACED**
**NUMBER OF SESSIONS:** 4
(3 HOURS OF ONLINE CONTENT)

**OPTION TWO DELIVERY MODE:**
**FACE TO FACE TRAINING WORKSHOP**
**NUMBER OF SESSIONS:** 3 HOURS
### LEARNING OUTCOME

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<th>UNIT 2: Market Research About What Homeowners Want</th>
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<td>- Benefits are Contextual</td>
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<td>- Features Functions and Benefits - How to Uncover Benefits</td>
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| **UNIT 4: The SPINS Method** | > Introducing the SPINS Method  
> SPINS technique explained and an example sales script  
> Large Sales Require a Different Approach  
> The Preliminaries  
> Situation Questions  
> Problem Questions  
> Activity - Problem Questions  
> Conversation Bank Course Resource  
> Implication Questions  
> Stacking the Value Equation  
> Activity - Implication Questions  
> Need Payoff Questions  
> Link Between Need Payoff and Implications Questions  
> Activity - Need Payoff Questions  
> Understanding Value  
> Features vs Benefits  
> The Solution  
> Activity - Linking Benefits to your Solution  
> Bringing it all together in this example Sales Conversation  
> Practice Makes Perfect  
> Finish Line |
| **Bonus Content (MBA Podcasts)** | > MBA Podcast Interview Part 1  
> MBA Podcast Interview Part 2  
> Use what you have learned in the course to generate leads by designing your website with this Landing Page Design Template |
WHO RELIES ON OUR TRAINING

COURSE 2023 COMING SOON

COURSE DATES 2023

Live Sessions 11-3pm Tuesday Thursday
Live Zoom Sessions 5th September 7th September
Live Zoom Sessions 12th September 14th September
Live Zoom Sessions 19th September 21st September
Live Zoom Sessions 26th September 28th September
Exam Prep 11-3pm Tuesday Thursday
10th October 12th October
Trial Exam Thursday 26th October
Exam Thursday 2nd November

COURSE DATES 2023/24

Live Sessions 11-3pm Tuesday Thursday
Live Zoom Sessions 21st November 23rd November
Live Zoom Sessions 28th November 30th November
Live Zoom Sessions 5th December 7th December
Live Zoom Sessions 12th December 14th December
Exam Prep 11-3pm Tuesday Thursday
16th January 18th January
Trial Exam Tuesday 1st February
Exam Tuesday 8th February
JAMES MCGREGOR is the Founder of the Blue Tribe Company, an multi award winning Sustainability and Innovation Consultancy. He has been involved in the development of world record breaking solar technologies and innovations in sustainable buildings. Most recently James has been working with the housing sector to utilise the latest behavioural science insights to drive the uptake of more sustainable housing solutions. This has included the creation of an award winning TV show for Channel 9 and the creation of the Practical Selling training program. James is a Business Mentor and Innovation Coach for the ON program (Australia’s national science and technology accelerator program that seeks to unlock innovations that will shape Australia’s future), is the Executive Producer of an award winning TV show, is the host of ‘The Good Business Podcast’ which is about aligning profit with purpose, and he has even served as a Cavalry Officer in the Australian Army. He studied Sustainable Business at the University of Cambridge, holds a Masters of Business and Technology and a Bachelor of Electrical Engineering, is the author of 23 peer-reviewed research papers and is an industry thought leader in sustainable business design. James believes that doing good can be good for business but only if you go about it in the right way.

“I feel better and more confident in engaging with prospects now that there’s a strategy I can use.”

“The training was considerate of our own process and also related the process to pain points the same team experience. So clever and a totally new way for us to sell sustainability through its benefits.”

COURSE DIRECTORS

PRICING

ONLINE
NON-MEMBER FEE
$350 per person
MEMBER FEE
$290 per person

IN PERSON
NON-MEMBER FEE
$550 per person
MEMBER FEE
$490 per person

CLICK HERE TO BOOK

AUSTRALIAN PASSIVHAUS ASSOCIATION

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