

## How to Host a B2B Webinar

A lot of B2B companies are beginning to use the leveraging of webinars as an important aspect of their thought leadership and content marketing efforts. As is the case with all marketing tactics, the correct planning and execution is vital to a B2B webinar being effective and successful. It is, therefore, a good idea to know about a few tips that can be very helpful when it comes to hosting such a webinar.

The most important piece of advice is simply to plan out every detail of the webinar meticulously. Webinars have many logistics associated with them, so it is crucial to carefully consider details such as the time and day, as well as the topic, moderator, and presenter.

It is also vastly important to develop truly great content. Content is what makes people register for and then take part in a webinar, and a lack of great content will be reflected in a lack of interest. Select the topic very carefully based on the needs and interests of your target audience and create content that will be valuable and helpful to that audience in an educational rather than “sales-like” manner.

## How to Learn Skills Faster

The ability to learn new things quickly is a crucial skill, especially in today’s fast-paced world. In order to successfully master a new skill, one of the most basic things we need to do is seek advice from those that have already done so. If you can gain advice from someone who is already doing what you want to do, you will be able to get the same results by learning their methods, regardless of age, background, or sex.

Another vital piece of advice is to put an end to multitasking. Multitasking is actually one of the biggest obstacles to learning things more quickly, keeping us constantly distracted with other things and making it much more difficult to focus on learning something new with the same level of focus and passion.

Keeping a sense of commitment is also vital. When we start a new project, we are excited by the thrill of a new challenge, but that thrill can fade before too long, which is why many people quit before they have finished. It is important to push through that drop in the thrill factor in order to successfully complete your learning.

Hello! We are pleased to send you this monthly issue of *Energy Auditor Marketing*. It is our way of saying that you are important to us and we truly value your business. Enjoy!

## Monthly Joke



### Would you hire these people?

Composing a job-winning résumé is important to career success. Unfortunately, some jobseekers seem to have a lot to learn, judging from these résumé errors collected on the JobMob website:

- “Skills: Strong Work Ethic, Attention to Detail, Team Player, Self Motivated, Attention to Detail.”
- Hobbies: “Drugs and girls.”
- Achievements: “Nominated for prom queen.”
- Objective: “Career on the Information Super Highway.”
- “Revolved customer problems and inquiries.”
- Personal interests: “Donating blood. Fourteen gallons so far.”

## Monthly Quote

*“Science knows no country, because knowledge belongs to humanity, and is the torch which illuminates the world.”*

*--Louis Pasteur*

## Stump the chump!

An all electric, 1700 sq ft home in Phoenix, AZ was recently built in 2008. The average pressure pan was found to be 0.6 Pa with a static pressure of 0.4 IWC on the return and 0.2 IWC on the supply. The summer and winter temperatures are kept at 78 degrees and 68 degrees and 2 people live in the house. There is no pool but there is a recirculation pump on the water heater. Windows are dual pane, low-e but they do get 4 hours of western sun exposure. Attic insulation was found to be aligned and at R-36 on average along the attic floor.

What would be the cause of a \$450 energy bill in July? For the answer visit our blog at [BPIExamAcademy.com/blog](http://BPIExamAcademy.com/blog)

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## Take a Structured Approach to Goals

Creative thinking isn't always free form. Sometimes a structured model for approaching problems helps people guide the process more effectively. The Innovation Excellence website offers this model for problem solvers:

- **Goal.** Identify the objective you want to reach.
- **Facts.** Gather data relating to the goal.
- **Analysis.** Use the information you've collected to clarify your goal.
- **Ideas.** Generate some approaches to reaching your goal.
- **Solution.** Decide on the most promising strategy.
- **Implementation.** Set a plan of action for testing your idea.

Following this plan can set you on a clear path without stifling your creativity and imagination.

## How to Stand Out from the Crowd

Regardless of who you are selling to, it is vital to stand out from competing B2B companies as customers in this industry tend to be highly knowledgeable and have a greater affinity with upfront and honest salespeople who are willing and able to provide real value.

It is not so much about being the better option than all of your competitors as it is about offering a different kind of option altogether. One of the best tips is to drop the cold calling routine. Cold calling does nothing but annoy potential customers, even if they might otherwise have an interest in the kind of services and products that your business provides. Cold calling merely has the effect of turning people off of your company before you are even able to open up a conversation. Avoid spam, boilerplate emails, and scripted calls. Instead, focus on introducing and educating potential customers to new ideas that could be appropriate for their needs.

Another good idea is to inject a bit of personality into your sales and business calls. Talking about personal interests helps to build rapport with clients and also makes them much more likely to remember you.

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## Follow the Right FORM for Effective Innovation

Innovation may seem spontaneous, but it generally succeeds because the groundwork has been methodically laid ahead of time. To spark creative thinking in your organization, follow consultant Charles Day's acronym FORM:

**F: Focus.** Start by deciding what's important to your team and organization.

What were you created to achieve? Identify the key goals of your vision, so you have something to work toward.

**O: Organization.** Decide on a structure for developing and implementing ideas. Who is responsible for specific tasks? What jobs should be shared? How will you make decisions?

**R: Resources.** Gather what you'll need to implement your plans. This includes not just tools and materials, but people. Identify the types of talents you'll need to bring an idea to reality.

**M: Measurement.** Look to the end as you begin. Determine how you'll know whether you've succeeded or failed. Goals should be specific and clear to everyone, and they must be relevant to your organization's vision.

# Best Tactics for Online Marketing to Business

For getting B2B customers, one popular choice is blogs on LinkedIn, which has an official business-like atmosphere in addition to more than 364 million members. The reality is that online marketing is a big help to businesses when it comes to driving a greater degree of traffic at a faster pace, and there are some tips that can be of assistance to those who use online advertising and require B2B customers.

One good tip is to advertise to just some specific Twitter accounts. Twitter adverts can be fantastic for business, but rather than spend a great deal of time targeting the accounts belonging to firms you want to target, you should instead focus on the followers of those accounts. The reach will be considerably longer and with a lot less set-up time.

LinkedIn is another great way to advertise directly to businesses, allowing you to target specific company employees, job titles, seniority levels, and company sizes. With the use of your own blog posts or articles, you can not only reach out to the target audience of your choice but also advertise your brand and business page simultaneously.

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## Workers' Compensation: What's Covered? What's Not?

Workers' compensation is an insurance program designed to offer financial assistance to employees who are injured or become sick on the job. It doesn't cover every type of injury, however. You may not be eligible for workers' comp if your injury occurs under these conditions:

- **Lunch breaks.** You generally can't receive workers' comp for an injury that occurs while you're at lunch or taking a break (spraining your ankle while walking to a restaurant for food, for example). But you may be covered if you're injured while using your organization's cafeteria.
- **Commuting and travel.** Your commute to and from work usually isn't covered by workers' compensation. Exceptions: If you're traveling to a worksite other than your regular office, or if you're heading out to meet with clients or for some other work-related activity. Also, you're probably eligible if you're injured while driving a company car to and from work.
- **Misconduct.** If you're hurt while violating a workplace safety rule, or if your injury is self-inflicted, you won't be covered. However, if managers are aware that you're not following safety procedures and permit the violation, you may still be able to collect.

## Address Problems before They Spread

If you have an employee whose work isn't up to standards, or who's misbehaving on the job, delaying an intervention will only make the situation worse. If you don't address workplace problems promptly, a single worker can undermine your entire team. Follow this advice to get a problem performer back on the right track:

- **Speak in private.** Don't make an example of the employee in front of others. Co-workers will consider the criticism an attack on the group as a whole, and you'll end up being everyone's enemy.
- **Control your emotions.** If you're angry, then your employee will probably mirror your feelings. If both of you turn defensive, you will not be able to resolve the problem. Don't meet until you feel calm enough to deal with the situation rationally.
- **Be specific.** Don't criticize an employee's attitude, personality, or intelligence. Instead, detail specific behavior or performance problems. For instance, say, "Your report was a week late," rather than, "You're a time waster."
- **Redirect the employee.** Cite the undesired behavior, but emphasize the action that you want. Get a definite commitment to the action and a time frame for making it happen.
- **Follow up.** Monitor the employee's performance going forward. Make sure that you congratulate him or her for making the improvements that you both sought.

# Newsletter

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A MONTHLY NEWSLETTER TO INFORM AND ENTERTAIN ENERGY AUDITORS AND CONTRACTORS September 2015

## Give Workers the Privacy They Need

Solitude and privacy can be hard to find in a busy workplace. When cubicles are everywhere and you can't escape the distractions caused by co-workers, visitors, and ringing phones, everyone's work and productivity can suffer. Give employees some respite by carving out a time-out space for them.

Designate a room or two for privacy. Let employees use it to work in silence, to think through a problem, or to rest for a few minutes. Equip the door with a Do Not Disturb sign to prevent co-workers from interrupting. You and your people will emerge feeling refreshed and ready to get back to the workplace.



## From the desk of David Byrnes

### Useful apps in the field

While performing energy audits there are useful apps you can use to save time and get more accurate data collections. A simple search in the business section of your app store will likely reveal new apps to try in the field. Room Scan by Locometric is free and simple to use. It lets you draw floor plans by placing your phone along the walls within the home. FLIR has a thermal camera adaptor that turns your phone into an IR camera. It's a fraction of the cost of a normal IR camera and does the trick for our energy audits. Wrightsoft has a Manual J app where you can do a quick load calc on any home and is accepted by government weatherization programs. Periscope is an app that lets your customer see what you are seeing through your phone, which can be perfect for those dirty attics or crawl spaces where you can walk a customer through what you are finding without them being there. For more ideas, visit us at [BPIExamAcademy.com](http://BPIExamAcademy.com)

## Increase Activity at Work

Sitting at your desk at work is just as bad for your health as hours in front of the television, studies have shown, which makes it extremely important to try and be as active as possible in the workplace. Fortunately there are a few tips that can help to accomplish this.

One good idea is to try and initiate walking meetings. Whether the meeting is face to face or taking place over the telephone, walk around either inside or outside rather than just sitting down for the duration. A new environment might even help you to be more creative, as well as being better for your health.

Another good tip is to make sure that stores are always kept just a little bit out of easy reach. Just having to stand up to get whatever it is you are looking for can get your muscles working on numerous occasions during the work week. It is also a good idea to get up and go talk to a colleague when you need to consult with them about anything rather than phone or use email.