

Selling Green and Bad Hair

As I travel around the country speaking to contractors, suppliers and vendors two things are extremely common; Green initiatives and bad hair.

The advent and focus on green programs coupled with tax incentives or energy savings has captured the interest of a high percentage of the buying public. Being a "too the core" sales guru, I recognize the value of servicing what has become almost 30 percent of the consumer base. To ignore the growing market for green products and services is to simply have your head in the sand. I'm not really an activist here and I don't apologize for the attractive revenue, as well as profit-generating aspect of the green industry.

So many folks are looking for ways to recover lost revenue and this vehicle is right under their nose. To give it lip service and not genuinely investigate how your firm can maximize the growth in this market segment reflects on a lack of business saavy. Some companies throw a little marketing money and direction at green consumers, but to truly make in roads it will take more.

Do your homework and find out how your products or services can meet a LEED requirement. Then get educated, gain expertise and finally sell it! Those that get ahead of the curve will reap the rewards, the rest will pick up the scraps.

Oh, the bad hair? I figure the prevalence of it relates directly to people pulling their hair out as profits dwindle.

Tom Woodcock is a sales consultant to contractors and contractor suppliers, who speaks to and trains contractors locally and nationwide. He can be reached via his website at www.tomwoodcocksealthedeal.com