

# Best Practices for Trade Ally Trainings





### **About VEIC**

- Over 30 years of enhancing the economic, environmental, and societal benefits of clean and efficient energy use for all people
- Comprehensive approaches, high-impact results
- Energy efficiency, renewable energy, and transportation
- National and international clients
- Program design and evaluation
- Transformative policy, advocacy, and research
- Clients: government agencies, regulators, utilities, foundations, and advocates













## Efficiency Excellence Network

- Efficiency Vermont's Trade Ally Network
- About 200 companies 7 trade groups
- 25 Contractor Trainings in 2017
- Critical for ongoing contractor engagement







### Goals of the EEN

- Develop a strong long-term partnership and network with trade allies;
- Proactively work with contractors to encourage identification of energy efficiency equipment and opportunities in their work;



- Support and stay in touch with our key partners;
- Increase educational Opportunities for contractors;
- Identify and differentiate contractors with dedication to efficiency and quality.





# Successful Trainings Require a Supply Chain Approach



Contractors

 Deliver RH&C to customers

**Distributors** 

 Key to accessing contractors.
Product support

Manufacturers Reps Product and application experts



# Distributors are the Supply Chain Hub

- Ongoing contractor relationships
- "Go-to" support
- Product recommendations, system design
- Utility mid-stream partnership
- Local Information Hub







# Support Manufacturer Trainings



- Manufacturers act as partners in the field
- Technical expertise and hands-on opportunities
- Provides additional options for location and content
- Option for "speed-dating" or other pitch session



### Do You Charge for training?

- High commitment and engagement
- Opportunity for discounts
  - Value for network participation
- Good option for half- to full-day trainings







### Other Best Practices

### Logistics

- Before or after work
- Tues/Weds/Thurs
- Provide food, alcohol for evening events (partners can sponsor funds)
- Offer accreditations BPI, AIA, Health and Safety
- Align with program release

### **Promotion**

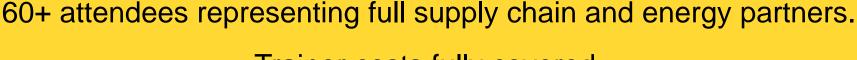
- Promote from multiple angles:
  - Account Managers
  - Distributors
  - Events calendar
  - Postcards
  - Phone calls
- Ask more than once
- Use your supply chain partners!





# Design and Application of Air-to-Water Heat Pumps

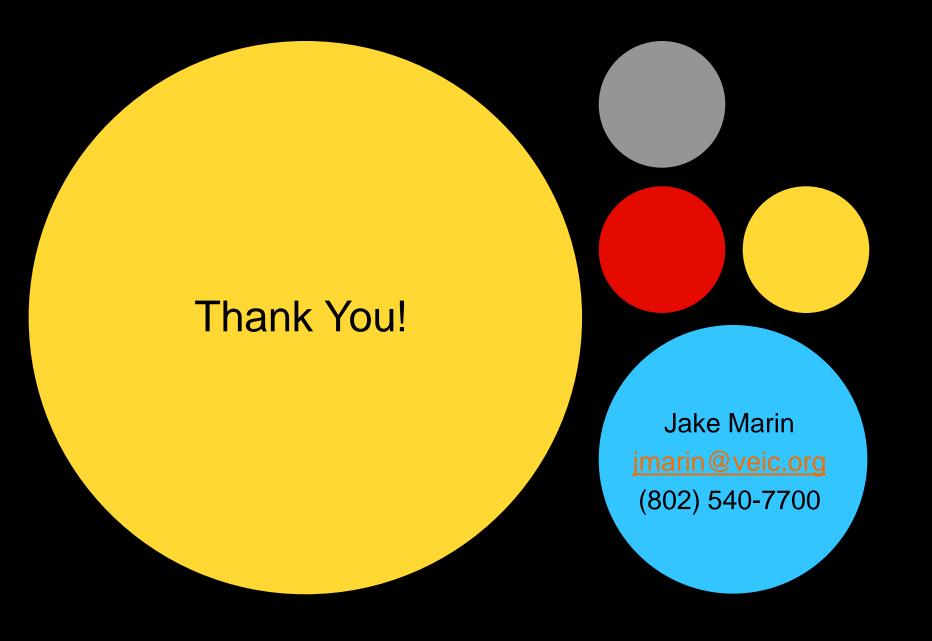
- Full day training with John Siegenthaler, PE
- Followed by networking event
- \$149 per attendee; \$75 discount for members
- AIA, BPI credits offered



Trainer costs fully covered.











# Appendix



### **Participation Requirements**



**Trade Groups**