



ENECON's Western Region Sales Team Kicks-Off 2012 with Laguna Beach Conference

On January 8th, 9th and 10th ENECON's Western Region Sales Team held their 2012 Kick-Off Meeting at the Montage Hotel in Laguna Beach, CA. In attendance were Andy Janczak, Howard Kotler, Kevin Padera, Camille Segobia, Marco Grande, Sarah Schueler, Mark Morris and Brien Neill.

The meeting began with a festive holiday dinner at the Montage's restaurant on Sunday evening. Work started Monday, January 9th and included sessions encompassing everything from the Evolution of ENECON and our existing sales process to the new sales model we are currently in the process of implementing.

In addition, a video web conference was held on the new Contact Science System we are implementing to increase the number of face-to-face meetings we conduct on a weekly basis.

The Contact Science "KLPZ" system is designed to automate and speed the process of securing meetings by using a combination of conversations, voicemails and emails.

Tuesday's session titled ***What Happens After the Video?*** was led by Tim Healy and centered on the process of 'Creating a Consultative Environment' which included topics such as **Prospect Traps, Pain vs. Pleasure, Risk, The Sales Meeting Set-up, The Sales Conversation, Testing Pressure Points** and the **W.H.Y. Pipeline Qualifier**.

All left the three-day session, invigorated, enthused and ready to get back in the field and put their new found skills into practice.



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