



The Solutions Network

Rochester, New York

## Show Me the Money....

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## How did they do that?

- ❖ Competing for the Dollar
- ❖ Believing in your Ideas & Plan
- ❖ Identifying your Target Audience
- ❖ Putting your plan in their language
- ❖ Who wins?
- ❖ Finding a faster race horse
- ❖ Market "their" successes

August 8-11, 2004

[www.energy2004.ce.doe.gov](http://www.energy2004.ce.doe.gov)



## Mo' Money

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- ❖ Energy Dollar Lottery
- ❖ Creative Alternatives
  - CBRN
  - Life Safety
  - Collective Protection
  - Capital Improvements
  - Tenant Improvements

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## Do you believe?

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- ❖ Your motivations
- ❖ Keeping up with the Jones
- ❖ Minimum Requirements with grant money = Lamborghini

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## OOPS?

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- ❖ Selling thermostats to Johnson Controls?
- ❖ Will the REAL buyer, please stand up?
  - Are they hungry?
  - Do they believe?
  - Do they know they have a problem?
  - Have they already stated their position on the subject? Brick wall?

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## No Hablo tu' Idea!

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- ❖ What is your buyer's motivation?
- ❖ Do they need a victory?
- ❖ Can they identify with your plan?
- ❖ Is it written in "their" language?
- ❖ Will they have to work hard for the project?
- ❖ Are they awake? Do they have a pulse?

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## And the Winner is...

- ❖ Is the force of the MMMQBAARD with you?
  - Magical Managerial Motivation Question Behind All Answers Requiring Decisions
  - Who gets the gold?
  - Who gets the shaft?

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## And they're off....

- ❖ Who is the horse and who is the rider?
- ❖ How many plow horses have won the Kentucky Derby?
- ❖ Do you just need a faster horse or would an experienced jockey help?
- ❖ A favorite son needing a victory?
- ❖ Independent delivery person for at least part of the plan...maybe just the problem.
- ❖ Don't let them shoot your horse...

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## Hear ye..Hear Ye.

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- ❖ The guy that came up with this plan is a Genius....
- ❖ The owner is always in the background of the race horse.
- ❖ The jockey will ride again.

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