



Home Performance with ENERGY STAR®

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NYSERDA is pleased to announce a new weekly blog series that will be available in the NY HP Portal. The weekly blog posts are intended to provide participating contractors with relevant program and industry information, helpful tips and tricks, and useful reminders. Any program policy changes or significant announcements will continue to come through email as well as posted in the NY HP Portal.



As part of the weekly blog posts will be the Selling Efficiency Series from NYSERDA. You asked us for simple, smart, and cost-effective ways to market your business and close sales. Now, the Selling Efficiency Series is bringing them straight to you.

The Selling Efficiency Series gives you access to practical tools, tips, and articles developed by experts who have specialized in selling and marketing energy efficiency upgrades for decades. The articles contain actionable, relevant insights based on first-hand knowledge of what works and what doesn't.

Check your NY HP Portal dashboard regularly for Selling Efficiency Series content including:

- * Featured articles from 20+ year contractor training specialist Mike Gorman
- * Downloadable sales and marketing tools you can use directly in the field
- * Professional marketing advice designed to cost-effectively build your business

[Log into the NY HP Portal](#) to get started by reading our first installment of the Selling Efficiency Series, and step 1 of Mike Gorman's 8 Proven Steps to Winning the Job- Polish Your Conversational Skills.

About NYSERDA

NYSERDA, a public benefit corporation, offers objective information and analysis, innovative programs, technical expertise, and funding to help New Yorkers increase energy efficiency, save money, use renewable energy, and reduce reliance on fossil fuels. NYSERDA professionals work to protect the environment and create clean-energy jobs. NYSERDA has been developing partnerships to advance innovative energy solutions in New York State since 1975. To learn more about NYSERDA's programs and funding opportunities, visit nyserdera.ny.gov or follow us on [Twitter](#), [Facebook](#), [YouTube](#), or [Instagram](#)

