Contractor Recruitment Strategies

BetterBuildings Implementation Workshop
Sept 13-15, 2010
Lee Butler
Agenda

• Setting goals
• Identifying contractors
• Contractor contact
• Follow up
Questions

• For what purpose are contractors being recruited?
  – Training
  – Certification
  – Program Participation

• Target Audience?
  – Large/small?
  – Geographic considerations?

  – Contractor type?
    • General
    • HVAC
    • Insulation
    • Remodelers

• Goals
  – How many contractors are needed?
Identifying Contractors

- Better Business Bureau
- Contractor Associations
- Union Locals
- Chambers of Commerce
- Telephone Directory
- Wholesalers
- Manufacturers
  - websites
Methods of Recruitment

- Personal visit
- Seminars
- Letters/email
- Course catalog
- Website
- Telephone
Common Factors in Successful Recruitment

• Build a relationship
• Benefits to the contractor:
  – Fewer call backs
  – Improved customer satisfaction
  – Reduced liability
  – Contractor incentives
  – Increased sales and/or job size
• Follow through
Conducting a Recruitment Seminar

- Not too many contractors - 10-20
- Be aware of lost opportunity costs
  - 90 minutes max
- Good pace
- Refreshments
- Sample equipment/equipment demo
- Have existing contractor present
Sample Agenda

- Finger Lakes Energy $mart Communities Presents...

AGENDA

- 9:00 – 9:05AM - Introduction – Lee Loomis & Haley Rotter,
  Coordinators, Finger Lakes Energy $mart Communities

- 9:05 – 9:40AM - Home Performance w/ENERGY STAR –
  Program Overview – Lee Loomis

- 9:40 – 9:50AM - Description of Comprehensive Home Assessment,
  Training Content & Support Services –
  Lee Loomis & Haley Rotter

- 9:50 – 10:30AM - Question & Answers – Lee Loomis & Guests

- 10:00AM - Adjourn
Follow up!

- Contact each contractor after seminar or initial contact
- Help contractor to the next step in the process
  - Training
  - Certification
  - Participation agreement
  - Equipment purchase
Ramping Up the Workforce

- Licensing Curriculum
  - I - Single Facility Employee
  - II - Participating Home Performance Contractors in New York State
  - III – Multiple Facilities outside NYS, or own employees in NYS at multiple facilities
  - IV – Union Training Centers
Questions?
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• Curriculum License
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