



**BUILDING
PERFORMANCE
TRAINING**

Opportunity to Join
the Next Cohort

Do You Want More, Happier Customers?

Unique opportunity to cultivate business development skills and grow your professional network with a free, 4-session training series

3C-REN wants to help you improve your businesses development skills and success.

This online, interactive web series teaches you how to get in front of top prospective clients, close the deal --- and, most importantly, increase average revenue and profit through consultative selling.

With a small cohort of 5-10 professionals from across the design and construction trades, this series equips you to:

- ***Win the business a higher percentage of the time***
- ***Understand your customer's buying motivations***
- ***Position your products and services as solutions***
- ***Take advantage of the shifting market opportunities***

Each week, participants test out new strategies and report back on what worked and what did not. Receive instructor coaching and peer feedback to successfully expand the energy-efficiency related segment of your business and increase profitability.

Schedule a call with instructor Jay Gentry to see if this training is right for you.

[Schedule an Intro Call](#)



About the Instructor

Jay Gentry has 40+ years of experience as a consultant in Business Development. He has worked with companies in the home improvement, building products, and construction industries, including Louisiana Pacific, Associated Materials, Milgard and others.

About the Course

- ***FREE***: All we ask for is your participation
- ***FLEXIBLE***: Mornings, Afternoons, or Evenings
- ***RIGOROUS***: 4, 1.5 hour web sessions + prep work

Student Testimonial

"Just when you think you might know it all, along comes a guy like Jay to give you the tools to go higher."

TRI-COUNTY REGIONAL ENERGY NETWORK | SAN LUIS OBISPO • SANTA BARBARA • VENTURA