The meeting 12.12.2016

What things should we concentrate in the project?

* Concentrate on the bigger picture not on the small details in the software
* It’s more important to present an idea
* Make a demo of the software: not every detail but some kind of prototype to show and test
* Make PowerPoints and a pitch that help to sell the service (more info below)
* Everyone should fill their working hours in the Playbook
* Final meeting with the project partner should be on the week starting 16.1.

Most important features that the software should include

* Sending the numbers in the software manually (doing )
* Details and graphics of energy usage (undo)
* The money flow: saved money (undo)
* Info boxes that explain the report: admin adds them to report and can save them for later use (chatting room)
* The admin can send messages if there is a problem in some building: explains what is wrong and what LVS is doing to fix it (change/set color)
  + E.g. when the building has a dot in red color by clicking the dot the property manager can see the message

How Markku sells his service at the moment?

* First he books a face to face meeting with a property manager
  + Tries to convince the property manager in the meeting
  + The property manager has to convince the board of the building who actually pays for the service
* Sometimes Markku calls to the property manager to book the meeting
* Another common way to start the negotiations is that first Markku has fixed the property manager´s problem concerning energy management. Then Markku suggests that he has a better way for energy management that helps to avoid the current problem in the future.

Problems in selling and how to fix them

* The property manager just says that they don’t need a new system because they already have one 🡪 ends the phone call
  + The property manager doesn´t understand that Markku offers a better solution
  + We have to make a pitch that explains quickly and clearly why Markku´s service is better than the competitors´
* Markku needs something concrete to show for the customer
  + We have to make a PowerPoint that can be left for the property manager
* It’s also difficult to get the board making the decision
  + They don´t understand what kind of benefits energy management systems offer and what differences there are between them
  + The board just knows that they have some kind of system
  + The board also easily terminates the contract because they see only the costs but not the benefits
* We should make a PowerPoint that is shown to the board by the property manager
  + Convinces in buying the solution
  + Has to highlight the benefits for the residents

The most important difference between LVS-kulutusseuranta and the competitors is that LVS takes the responsibility for the whole energy management process from reporting to explaining the reports and fixing the problems. Others don’t do that 🡪 Competitive advantage