SALES SUCCESS STORIES

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UNIQUE OPPORTUNITY SOURCES

HELLO,

IS IT LEADS YOU’RE LOOKING FOR?

- Electric Company Counterparts
- Engineering Firms, HVAC Contractors
- Conservation and Incentive Programs
- Cogeneration/CHP
“Talent wins games, but teamwork and intelligence win championships.”

– Michael Jordan
UI Strategic Account Management team acts as primary POC for our 250 largest electric consumers (municipalities, universities, manufacturers, property management, etc.)

- They know the decision makers!!!!
- Most large electric consumers are also large gas consumers
- Many have multiple buildings, and in some cases dozens upon dozens- not all of which are on gas

UI SAM’s are true consultative partners with the customers

- Automatic trust upon introduction of new ideas
SUCCESS STORIES

- In 2016, UI SAM’s submitted 74 leads which led to:
  - 44 closed opportunities (7% of all closed opportunities)
  - $231,500 in cash flow (24% of all cash flow)

- 2017 YTD, 74 leads, 16 closed opps and $60k CF

- Assisted in all cogeneration sales opportunities
ENGINEERING FIRMS

- Responsible for the design of buildings and their mechanical systems

- Often recommend natural gas for heating but we are seeing increasing demand for electric heat pumps, especially on multi-family housing projects
  - Large incentives, cheap and easy to install

- Huge technology influencer

- Can be an asset in convincing customer to go gas rather than an alternative fuel for heating
ENGINEERING FIRM SUCCESS STORY

- 58 unit elderly residential housing project
- Hurdles
  - Gas expansion territory
  - Renovations and new construction completely designed and approved, with funding, for electric heat pumps
- Customer’s primary concerns
  - Resident comfort
  - Savings
- Factors on our side
  - Oil boilers and baseboard infrastructure in the existing building
- Sales touch points
  - Quality of heat from electric heat pumps compared to hydronic system
  - Cost of natural gas compared to electric
CONSERVATION & INCENTIVE PROGRAMS

SHOW ME THE MONEY!
Charges on CT gas and electric bills provide money for customers to purchase high efficiency gas heating equipment.

Bundling electric and gas upgrades can provide large incentives and creative financing options.

Conservation programs have awarded nearly $4mm for high efficiency gas conversions and upgrades over the past two years.

Take advantage but beware - these programs may have to take their own course and can prolong the sales process.
TEAM SPONSORED INCENTIVES

- **$1,500 for customers converting from alternate fuel**
  - Great for small businesses
  - Great for us operationally

- Team sponsored incentive program has secured 67 conversion contracts through 2017 and is scheduled to pay out over $100k
“An investment in knowledge pays the best interest.”
– Benjamin Franklin
COGENERATION/CHP

For you
- Become a consultant and value add to your customer!
- Portfolio projects- fuel expansion!!

For the customer
- Reduction in utility spend
  - Huge advantage over solar!!!
    - CHP is more likely to impact demand component of C&I electric bills
    - Capital purchase and PPA’s available
- Sustainability initiatives
- Federal and state incentives

Considerations
- Long life cycle on capital projects
- Paralysis by analysis
- Who to bring to the table?
CHP SUCCESS STORIES

- **Woodbridge Microgrid**
  - 1\textsuperscript{st} successful microgrid installation in the state of CT
  - 2.2MW fuel cell installation that provides island capabilities for all town critical buildings

- **Municipal Recreational Center**
  - CHP PPA- guaranteed 10% savings over prevailing electric rate
  - Heat utilized by the pool, reducing load on existing boilers
  - Overall savings of more than $10,000 expected annually

- **Multiple recent manufacturing and retail installations**
  - Significant savings & sustainability initiatives
  - New revenue generating assets in the field for SCG
  - Large cash flow producers
WRAPPING IT ALL UP

- Work smart- don’t go it alone if you don’t have to
  - Utilize connections to your advantage
  - Ensure a two way street

- Be a consultant and value add to your customers
  - Understand your products strengths and weaknesses
  - Better understand your competitor’s strengths and weaknesses
  - Understand what programs are available to further help your customer, even if it adds an additional hurdle to your process
  - A happy customer is the best advertising you can ask for
AND BECAUSE ALL OF THE ABOVE WON’T BE ENOUGH...

I DON’T KNOW WHO YOU ARE,

BUT MY SALES GOALS NEED TO BE HIT

Never stop prospecting!!!