Selling Natural Gas to Large Commercial and Industrial Customers

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Joan Rivers and Natural Gas Sales: What do they have in Common?

Photo: joanrivers.com
Sales Approach

- Listen
- Identify Pain Points
- Bring Parties Together
- Listen Some More!
Customer Situation and Solution

- Experiments at facility were at risk due to power quality and reliability – increased reliability critical to future of facility
- 5.6 MW fuel cell installed August 2016
- Provides up to 50% of campus power needs
- Future growth anticipated with plans to install another 5.6 MW
- Anticipate $500k minimum in annual power savings
- 28,000 tons of greenhouse gas emission reduction
Customer Benefits

- **Reduced operating costs**
  Lowers grid electric use and overall electric costs

- **Resiliency**
  Fast return to normal operations during a grid outage

- **Reliability and Business Continuity**
  N+1 redundant or backup power source to critical non-life safety loads during a grid outage

- **Islanding Capability**
  Continuous operations island mode upon a grid outage
Community Benefits

- **Microgrid Capability**
  Provides 24/7 resilient power to ensure operational integrity for critical public safety facilities

- **Environmental**
  - Lowers Overall Carbon Footprint Contribution
  - Clean and efficient source of high quality power – no combustion
  - Noise (65 dBa @ 10 m, no louder than piano music)

- **Company Growth = Jobs**
Thank you