

Thriving in the Long Run: Navigating Trade Ally Relationships

Moderator: Clif Payne, DNV KEMA Energy & Sustainability

Panelists: Tom Brubaker, PECO; Erin Daughton, ComEd; Adam Grant, NV Energy

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Trade Ally Networks = Good for Programs at Every Stage

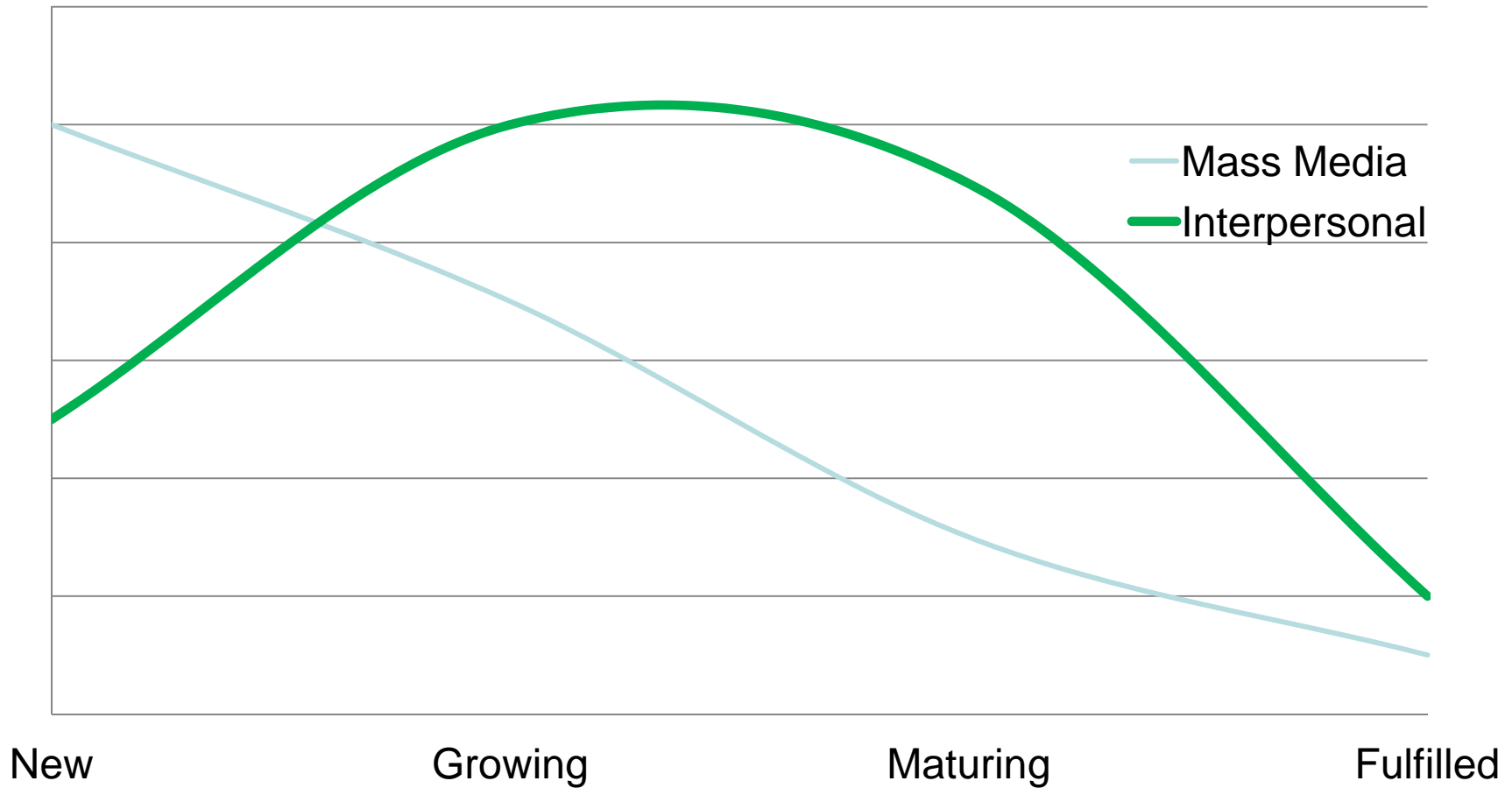
- Direct customer channel
- Industry feedback
- Influence the message
- Expand PR potential
- Improve program operations
- Advance market transformation

Program Growth Trajectory



Infographic courtesy of DNV KEMA

Influence of Communication Channels



NV Energy Sure Bet Program

- **Point of Pride:** We meet or exceed our program goals every year.
- **Trade Ally Insight:** Members of our Contractor Network value timely communication above all else in the form of trainings, newsletters, updated web pages.
- **Hindsight:** After conducting focus groups with contractors, I would say communications early and often are of paramount importance. We are constantly looking for new ways to communicate.

NV Energy Sure Bet Program

- **Outlook:** We are rolling out a new web tool that will allow contractors and customers the opportunity to check the status of their project at any time without waiting for an update from Program Administrators.
- **Advice:** Stay engaged with your contractors even if the Program is sold out. Offer training or appreciation activities to keep them engaged in the Program.

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- **Point of Pride**: We've developed relationships to the point where some TAs share their project pipeline with us. Relationships are built on regular communications, training, assigned Outreach staff and trust.
- **Insight**: TAs want **recognition** in the marketplace (visibility on ComEd website, ComEd name association) and **responsiveness** from our program implementer (more attention from Outreach, fast-tracked applications)



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- **Hindsight**: We should have started to actively manage TA relationships earlier in the program
- **Outlook**: Tie TA performance rewards to kWh goals and pipeline information transparency
- **Advice**: Maintaining a TA network in a maturing program requires more emphasis on *managing* (coaching, motivating, supporting) and less on recruiting

PECO Smart Ideas

for your business

- We are proud of our Trade Ally/Contractor training program
- Multiple delivery channels and comprehensive curriculum are highly valued by our Trade Allies and Contractors
- Building 'sales skills' training into the program earlier would have been beneficial

PECO Smart Ideas

for your business

- We'll continue to count on our Trade Ally/Contractor network for significant project submission activity going forward
- Utilities shouldn't assume Trade Allies and Contractors know how to sell energy efficiency incentives and generate new business



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