

NORTHEAST ENERGY CUSTOMER ACQUISITION

CUSTOMER SOURCES- (YOUR BEGINNING GOAL IS 7 BILLS & QTT!)

1) YOURSELF:

Sign yourself up first by going to your direct storefront website or www.MyAcn.com

2) YOUR LIST:

Make a list of at least 100 names of energy customer prospects!

Identify 5 people that would pay more for a service even if it cost more. It won't, but this will help you focus on the easiest potential customers! These will be the best to talk to as your getting started!

3) REFERRALS / ANYONE YOU DO BUSINESS WITH:

Ask all family, friends, and customers if they know anyone interested saving money or helping feed a child w/ their bill. If you spend money at someone's business, why shouldn't they spend money with yours? Especially if it puts them in a better position! Also, remember businesses accounts are typically more than residential accounts, which means a larger residual! Obtain \$10,000 in bills and earn the new 10K Club pin with special recognition!



CUSTOMER ACQUISITION SCRIPT-

*Remember that the main way you will acquire customers is by leaning on your relationship with the prospect. Regardless of being able to put them in a better position with the bill, you creating **URGENCY** and **EXCITEMENT** towards "helping you" will always lead to more success! Also, with the **FEEDING AMERICA** organization it has become ACN's mission to end childhood hunger. Let your potential customers know every time they pay their bills it will feed a child starving from hunger in the United States!

KEY WORDS TO USE: HELP / FAVOR / TRY/ YOUR "WHY"
***DON'T SAY THE WORDS "SWITCH" OR "CHANGE!"**



*"Hi _____! I need a **HUGE FAVOR**. I just started working with a company to (**share your short term why**) and I'm in line for a **promotion** with a few more customers; I really need **your help**. If I could save you money on your electric or gas bill, and it **helped feed a child every month**, would you do me a **huge favor** and **try** it out? My goal is to feed 5 more kids by today. **Please?!"**

- a) If prospect says no... **NEXT!** Don't spend energy convincing or selling!
- b) If prospect says yes... **SIGN THEM UP NOW!** Don't wait! Get them while they're hot!
- c) If prospect says HOW / MAYBE... "Are you familiar with **ENERGY CHOICE?** You can now choose where your energy comes from... which can **save you money** and give you **market security**. The best part is you keep getting a bill from the same company!"

WHEN PICKING A PLAN-

Keep it SUPER simple, a confused customer will do nothing. Rather than offer all plans, narrow down the options based on market conditions. Usually the Fixed Rate plan will put the customer in the best position regarding savings over the term.

- a) **FIXED RATE PLANS (SURELOCK)-** Benefit to customer is locking in at a particular rate for substantial amount of time and not having to worry about the utility default rate continuing to rise or fluctuate.
- b) **VARIABLE PLANS (SIMPLEFLEX)-** Benefit to customer is no contract. Downside is the rate will fluctuate monthly similar to utility.

CLOSING-

Follow-up process is just as important as the sign-up process. Be sure to follow the following steps:

- 1) Have the customer enter their own information online. You may assist them in entering the info if they are present.
- 2) Let customer know to expect a "welcome letter" from **Xoom** within one week of ordering and be sure to **tell the spouse or family member**.
- 3) Check your customer list in a couple days and **MAKE SURE** they are connected / active. If it does not show up call Xoom with customer.
- 4) Use customer survey sheets as a follow-up and find out if you can offer the customer any other services!
- 5) After a couple weeks, thank the customer, and ask if they would have any interest in participating in the business. Invite out to an event!

FAQ'S-

- 1) "What happens to my bill?" **"It stays the same."**
- 2) "How much savings?" **"It depends on the bill."**
- 3) "Can I change plans?" **"Yes. You can always upgrade."**
- 4) "I'm on budget billing." **"Great, stay on it!"**

***After ALL questions follow up answer with "more importantly, I wanted to feed 5 more kids by today. Would you help me out and give the service a try."**

- 5) "I don't keep my bill, I don't have my account number." **"No problem, we can actually call right now and get it!"**

PECO 1800 494 4000 / METED 1800 545 7741 / PPL 1800 342 5775 / DELMARVA 1800 375 7117
PSEG 1800 436 7734 / SJ GAS 1888 766 9900 / AC ELECTRIC 1800 642 3780 / JCPL 1800 662 3115



POWER YOUR HOME PROMOTION- GAS & ELECTRIC
Acquire 10 residential XOOM Energy Gas or Electric customers, or both, and your XOOM Energy Gas and Electric service is up to FREE!