

Channel Partner Handbook



ENERGYWARE

Lighting the Way Forward



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Delivering LED technology solutions that enable business transformation

The Partner Snapshot

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EnergyWare, a nation-wide LED Technology firm, helps businesses transition from traditional and/or aged lighting to an energy-efficient & cost-effective LED infrastructure. This transition enables businesses to decrease energy expenses and gain a strong return on investment while driving better business outcomes. The confidence our partners have in EnergyWare is based on their first-hand knowledge of our professional management of all aspects of the lighting transition. Strengthen your relationship with your customers with our value-added proposition.

Partner Benefits

Designed so you can sell more

- Average commission check exceeds \$25,000
- Nationwide market reach with local resources
- Extensive portal with centralized sales & marketing tools

A product that benefits the partners

- A consistent & fresh message
- A solution that reduces costs, increases safety and provides a better environment
- Everyone has lights. Prospects span across numerous verticals

Customer Benefits

- Average decrease of 75% of lighting energy expenses
- Improved workplace environment
- Go Green. Stay Green: Reduce company-wide carbon footprint
- Eliminate on-going maintenance
- Improve customer experience



What you should know about EnergyWare LLC

We want the spotlight on you, not us!

Notes/Questions

EnergyWare is dedicated to attacking one simple, but big problem for businesses: The Electric Bill!

We attack the problem by managing it from assessment to installation. EnergyWare is the architect, the energy consultant, the manufacturer and electrician, all under one umbrella. We have grown from 1 partner to 500 partners across the country in just 18 months. How? Because we are plugged into a virtually untapped multi-billion-dollar revenue source, that is growing in leaps & bounds. That's how!

Lighting Up Sales

Here are a few of our recent partner wins.

- **GG Enterprises – Los Angeles, California**
Deal closed at \$260,000
- **Catholic Health Services – Miami, Florida**
Deal closed at \$750,000
- **Michigan City Schools – Chicago, Illinois**
Deal closed at \$1.7 Million
- **Eastland Memorial Hospital – Dallas, TX**
Deal closed at \$172,000

No Gimics. Just Sales.

It's no secret that the channel partners are in a highly competitive and saturated industry.

EnergyWare does its best to:

- Keep the partner informed on every step of the deal.
- Have the partner remain as the trusted advisor
- Have open communications in every step of the process
- Pay commissions within 8 weeks of contract signature

"We pride ourselves on providing fresh, forward-thinking solutions for our partners and EnergyWare helps us do just that. They are the most responsive & supportive partner I have ever dealt with."

William Patchett, CEO
P2 telecom



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Qualify your customers for LED technology leads

Put vertical to work!

Notes/Questions

Who is an EnergyWare Customer?

- Spending 3K+ a month on energy bills
- Business in operation at least 12 hours/day
- Business has aged lighting fixtures/infrastructure

What's next?

- Can you get a copy of their electric bill?
- Can you schedule an initial meeting with the client?

Qualify your prospects

The right individual to work with is the one with budget control of operational expenses.

- CEO
- CFO
- COO
- Owner/Founder
- VP of Operations / Finance
- Facilities Executive / Director
- Superintendent of schools

Our Vertical Markets: Your Opportunities

Q1 Top Selling



Hospitals



Schools



Manufacturing

Rapidly growing



Retail



Industrial



Dealerships



Storage Facilities



Aviation



Hotel



Apt. Complex



Marinas



Warehouse



Gyms



Property Mgmt.



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Supporting our Channel Partners

A platform where ideas can connect

Sales Support

- Nationwide network of channel partners
- Support partner through the entire sales process
- Manage the energy audit and produce the proposal
- We close the deal!

Marketing Tools

- Partner Portal filled with collateral, case studies & information
- Updates from the portal on new wins, case studies, webinars & content.
- Email marketing campaigns prepared for you to deliver to prospects & customers
- Leads delivered to partners from EnergyWare marketing programs.

Customer Experience

- Automated portal to update partners on all aspects of the installation process
- Professional management of the lighting conversion
- Communication strategy to always keep the partner informed.
- Connection to financing for LED conversion

Commissions & Incentives

- Large, up-front commission payment when the deal is installed
- Quick turnaround on commission payment
- Access to promotions and spiffs
- Future opportunity to earn recurring revenue through IoT & financing solutions



How to Win with EnergyWare

Keeping sales simple

Step 1

Qualify the Prospect

\$3K+ in monthly energy bills
Operates 12 hours+ per day
Meet with someone with budget control

Step 2

Conduct Onsite Professional Assessment

EnergyWare analyzes current lighting to determine how the transition to LED would save energy costs and improve aesthetics.

Step 3

Present & Close the Deal

EnergyWare design team prepares a comprehensive proposal for the prospect and helps you close the deal.

Step 4

Install & Transform

EnergyWare sends a professional installation team to remove old lights and transform the business with new LED technology

Referral + Growth

Establish a working relationship with EnergyWare and we'll help you grow your prospects and your revenue-potential!



EnergyWare at Work with the YMCA

A summary of a winning deal!

Descriptions	Existing	Proposed
LIGHTING SYSTEM DATA		
Quantity of Fixtures	755	755
Lighting System	Fluorescent	LED
Lamp/Module Life, Useable Hours	20000	70000
SYSTEM OPERATION DATA & COSTS		
Average kWh Cost	0.10	0.10
Operating Hours per Year	5903	5903
Total Wattage / Total System	136128	34040
Total Kilowatts / Total System	136.128	34.04
Total Kilowatt Hours / Total System	803563.584	200938.12
Estimated Annual Energy Investment	\$80,356.36	\$20,093.81
PROJECT IMPLEMENTATION COSTS		
Total Project Sell Price (Invoice Amount to Customer)		\$129,722
Rebate (Custom - based on W Reduced saved)***Remitted to Customer***		\$0
Rebate (Prescriptive - per unit price)***Remitted to Customer***		\$0
Total Project Investment after Rebates		\$129,722
Monthly Financing Option over 60 Months		\$2,703
PROJECT PAYBACK ANALYSIS		
	Life Cycle in Years	10
Estimated Monthly Energy Savings		\$5,714
Estimated Annual Energy Savings from Project		\$60,263
Estimated Annual Maintenance Savings from Project		\$8,305
Net New Revenue - Ten Year Period		\$555,953
Projected Payback in Years		1.89
Projected Return on Investment		52.86%
Projected Life Cycle CO2 Emissions Reduction		3142.69 Tons

Become an EnergyWare Partner today!

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NOTES:

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<https://EnergyWarePartners.com>

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EXPANDING OUR OPERATIONS



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