

Ambit Energy Success Guide

Name _____ Phone _____

Ambit ID# _____ Power Zone Password _____

Ambit Customer# _____ Customer Password _____

Ambit Personal Web Handle _____

Sponsor _____ Phone _____

Coded RC _____ Phone _____

Coded SC _____ Phone _____

Coded EC _____ Phone _____

Coded NC _____ Phone _____

(To locate this information contact your sponsor)

Important Phone Numbers

Team Training Conference Calls

(Participating in these calls are vital to your business)

641-715-3670 code 137975#

See the website (John526.com-Training & Events) for more info!

Consultant Support 877-302-6248

Customer Support 877-282-6248

Third Party Verification 866-942-6248 (TX)
800-506-3151 (IL, MD, NY, PA)

www.John526.com

Ambit Energy - 5 Steps to Success

1. Make a written list of everyone you know with a minimum of a 100 to 1000 people (there is a memory jogger and blank name list at the end of this document). This is a basic but critical step for success; the names on your list are your working capital. The people that you think will be interested in the business won't and the people you think won't be interested will. Put everyone on your list, DO NOT pre-judge anyone. Call everyone; if you do not call them someone else will.
2. Contact everyone on your list and have them view www.pwh.energy526.com Your goal is to have one person a day watch this website. After they view the online presentation some prospects will sign up right then; others will have questions. Do not feel like you have to go at it alone. Remember you are in business for yourself but not by yourself. When your prospects have questions; immediately initiate a conference call with your coded RC or SC to help answer their questions and get them started.
3. Work on your first promotion to Regional Consultant (RC) by obtaining 5 customers, 2 personally sponsored consultants and 6 consultants on your team. The speed of the group is determined by the speed of the leader; achieve RC as quickly as possible.
4. Participate in local presentations and conference calls – check Power Zone for details. Remember, successful Consultants are at all the events. All communications from Ambit and your upline leaders are sent via email; check your messages daily to stay informed and updated.
5. Take ownership and pride in your new business; order your Ambit business cards, car door magnets and more from the link on the bottom of the files and website page at www.TeamFIN.com.

Sample Voicemail Message for Your Phone

(Please feel free to use this or a similar message at your discretion)

Thank you for calling, this is _____. Would you like to make money every time someone turns on their lights? You can... with Ambit Energy. The energy business is the largest monopoly in America and is being deregulated. To learn more about making money go to www.pwh.energy526.com The power is in your hands, please leave your name, phone number including area code and a detailed message and I will return your call. Thank you, bye for now.

Web Sites

When you joined Ambit you chose a **Personal Web Handle (pwh)** for your Ambit websites. Insert your **Personal Web Handle (pwh)** into the website listed below. Review each of these websites so you are familiar with what is on them!

www.John526.com

John526.com was created to accelerate the explosive growth of your new Ambit business, by providing a support system to sponsor and train new consultants.

www.pwh.energy526.com

Present the business 24 hours a day, 7 days a week; prospects can join the business as consultants from this website.

www.pwh.joinambit.com

Customers can view information about saving money on their energy bill and the exciting travel rewards that can be earned by becoming an Ambit customer. Customers can enroll for service from this website.

www.a1234567.joinambit.com

Every Ambit customer receives their own personal website for FREE! Insert their customer "A" number into the address above and your customers can earn Travel Rewards and Free Energy Credit every month by referring family and friends who enroll for service from this website.

www.ambittravel.com

Explains all the travel packages customers can redeem with their travel reward points.

www.ambition10.com

Take it to the Next Level – A must see! View all the exciting photos and videos from Ambit's annual conference; hear speeches by CEO Jere Thompson and CMO Chris Chambless.

Power Zone

To access Power Zone go to www.pwh.energy526.com The link is located on the right side of the page under your email address and is called Consultant Login. Power Zone allows you to view your customers and consultants, sign up for direct deposit, print customer flyers, locate presentation and conference call schedules, order business cards and sales aids, download presentations, access PowerLine and much more.

www.John526.com

Gathering Customers

Gathering customers is the backbone of Ambit; remember you only need 20 LOYAL customer points to be paid all the money in Ambit's compensation plan. Your 20 personal customer points are the key in opening the door for you to be paid on 100's, 1000's or 10,000's of customers that will be added to your Team in the months and years ahead.

Your potential customers are people that you know and have a relationship with - family, friends and business associates.

Ask a potential customer which electric provider they currently have. Mention to them that you are an Ambit Energy consultant and that you would like them to be your personal customer. Mention the positives immediately:

- 1) There is no cost to become an Ambit customer
- 2) There can be substantial savings
- 3) Travel Rewards/Cruises/Customer Referral Program and Free Energy Credit

Each market is different in the savings that is offered to the customers. Sometimes it will be significant, other times not. Focus on the positives and let them know they will be helping you out by becoming a customer. They will indeed enjoy the savings and all the additional perks.

- 1) Take advantage of the relationship – you are a trusted friend or acquaintance.
- 2) Do business with people that do business with you.
- 3) Utilize the 3 foot rule

Customer Incentives and Referral Program

In addition to the savings Ambit also provides great customer incentives.

- All customers, just for trying Ambit Energy, receive a certificate for a 2 night, 3 day hotel stay at one of over 25 locations
- Our ongoing Travel Incentive Program rewards customers with an initial 2000 Travel Points for becoming a customer, plus one additional point for every Kilowatt (kWh) hour used or 10 points per therm of natural gas used.
- Customers receive their own website to manage their account
- Referral Program - through this impressive website your personal customers can refer their friends and family to Ambit. When your customer refers 5 customers that stay with Ambit for more than 60 days; your customers will

receive their choice of a beautiful travel package for Free.

All of those customers are credited to you the consultant.

Free Energy – receive free energy by referring 15 customers!

Customers Information

You have two choices; the first one would be to enter the customer right then and there on your personal website, if that is not an option always make sure to have a paper application ready to fill out.

First Name

Last Name

Address, City, State, Zip

Code Apartment Number

Phone

DOB

SSN

E-mail

ESI-ID in Texas (optional)

Account number from ConEd, National Grid, NYSEG or RG&E in New York (required) Account number from Nicor in Illinois (required)

Account number from BG&E in Maryland (required)

Account number from PECO or PPL in Pennsylvania (required)

Verification

Explain to your customer that Third Party Verification (TPV) is the final step in becoming a customer. TPV will call your customer to verify that they want Ambit as their energy provider, however to expedite this process and insure that everything is handled you can call TPV with your customer on the line.

TPV 866-942-6248 (TX customers)

TPV 800-506-3151 (IL, MD, NY, PA customers)

Thank your customer and let them know to look for their welcome letter and hotel travel certificate in the mail!!

www.John526.com

Memory Jogger

Parents	Ophthalmologist	Computer	Shoes	Museum
Grandparents	Optometrist	Condominium	Shoe Repair	Night Club
Brothers	Orthodontist	Contact Lenses	Siding	Pharmacy
Sisters	Painter	Construction	Skis	Post Office
Aunts	Pharmacist	Copier	Skin Care	Recycling Center
Uncles	Photographer	Cosmetics	Snow Removal	Resort
Cousins	Physical Therapist	Dry Cleaning	Sporting Goods	Restaurant
Brother-in-Laws	Physician	Exercise Equipment	Spring Water	School
Sister-in-Laws	Family	Eye Glasses	Sprinkler System	High School
Grandchildren	Dermatology	Fence	Storage	College
Who do you know??	OB-GYN	Firewood	Storm Windows	Continuing Ed.
Accountant	Etc.	Flowers	Tailoring	Sightseeing Tours
Aerobics Instructor	Piano Instructor	Formal Wear	Tax Return	State Government
Alterations Clothing	Plumber	Fruit	Television	Super Market
Ambulance Driver	Police Officer	Furniture	Tires	Tanning Salon
Answering Service	Psychologist	Gas	Title	Tennis Court
Antique Dealer	Psychotherapist	Horse	Tools	Theatre
Appraiser	Publisher	Hot Tub	Towing	Thrift Shop
Architect	Real Estate Agent	House	Trailer	Volunteer Group
Attorney	Recruiter	Insurance	Travel	Warehouse
Auctioneer	Reporter	Investments	Typesetting	Work
Auditor	Retired Executive	Jewelry	Tupperware	Yacht Club
Baby Sitter	Sales Rep	Lawn	Uniforms	More people...
Baker	Security Guard	Limousine	Uniforms	Bridge players
Banker	Telemarketer	Manicure	Vacuum	People from work
Barber	Veterinarian	Medicine	Videos (VCR)	Past jobs
Bartender		Mobile Phone	Vitamins	People grew up with
Beautician	Who sold You????	Mortgage	Wallpaper	High School Friends
Bookkeeper	Bicycle	Motorcycle	Waste Removal	College Friends
Bus Driver	Bed	Music	Water Filter	Play sports with
Business Owner	Blinds	Mutual Fund	Wedding rings	Next-door neighbors
Butcher	Boat	Newspaper	Weed Control	Health Club contacts
Carpenter	Boat Supplies	Office Furniture	Weight Control	Mailman
Carpet Cleaner	Boat Repairs	Office Supplies	Windows	UPS Driver
Caterer	Boat Storage	Paper	Who do you know at??	FedEx Driver
Chiropractor	Boiler	Payroll	Bingo	Elected office
Consultant	Books	Pet Supplies	Bed & Breakfast	Children's teachers
Dentist	Boots	Photography	Bowling	Bridesmaids
Dietician	Bricks	Piano	Camp	Military Friends
Electrician	Bridal Gown	Picture Framing	Child Care	Fraternity Friends
Engineer	Burglar Alarm	Pizza	Church	Sorority Friends
Engraver	Cabinets	Pool	Chamber-of-Commerce	Taxi Driver
Exterminator	Cable TV	Printing	Parents of kid's friends	People in MLM's
Financial Planner	Camera	Quilting Materials	Clubs	Pilots
Funeral Director	Camper	Records	Construction Site	Vacation friends
Interior Decorator	Car	Refrigerators	Federal Government	Model
Limo Driver	Car Wash	Equipment Rentals	Garden Center	Fire Chief
Lawyer	Carpeting	Roofing	Golf Course	Flight Attendant
Mover	Carpet Cleaning	Salt & Sand	Hardware Store	Bank Teller
Notary Public	Pets	Sewing Machine	Health Club	Editor
Nurse	Chimney Cleaning	Secretarial Services	Hospital	Lifeguard
Nutritionist	Christmas Tree	Septic Tank Servicing	Hotel	Fisherman
Office Cleaner	Clothing	Stereo System	Library	Farmer
		Vacation Home		

New Consultant Information

(You must be 18 years of age or older to become a Consultant) Fields marked with * are required



* First Name:	* Last Name:	* SSN#
<hr/>		
Business Name:	FID# (required if Business Name supplied)	
<hr/>		
* Date of Birth: (mm/dd/yyyy)	* Email:	
<hr/>		
Home Phone:	Business Phone:	Mobile Phone:
<hr/>		

Shipping Address for Starter Kit (No PO Boxes allowed for Shipping Address)

* Address 1:		
<hr/>		
Address 2:		
<hr/>		
* City:	* State:	* Zip:
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Note: Shipments to Puerto Rico have an additional charge of \$35.00 and shipments to the Virgin Islands have an additional charge of \$100.00.

Power Zone Access

Power Zone is Ambit's FREE online office available to all Ambit Marketing Consultants. Please specify a password for your Power Zone Account.

Password:

Personal Website. Obtain your own Ambit Energy Personal Website for only \$24.95 per month. It counts as 2 customer points and it's a powerful business-building tool! It only takes a few minutes to build and publish.

Personal Website. \$24.95/Month (Plus tax)

Personalize Your Domain

Personalize your domain by choosing a unique web handle. Your web handle can be any single word or phrase you want including your name. It's best to keep your web handle simple and memorable so your prospects can find your site easily. Web handles are limited to 20 characters and cannot include spaces or punctuation. <http://yourname.ambitenergy.biz> and <http://yourname.joinambit.com>

First choice:

Second Choice:

Third Choice:

YOUR FIRST AVAILABLE CHOICE WILL BE RESERVED.

Independent Consultant Sign-up Options (Credit Card Only)

Ambit Marketing Consultant: \$429.00

Marketing Consultants are Independent Consultants who choose to enroll in the optional Ambit Energy Support and Services Program. Any Marketing Consultant who purchases the optional Ambit Energy Support and Services Program may cancel in writing within 3 days of the date the MC Application and Agreement is received at Ambit Energy (Start Date) and will receive a full refund.

Ambit Affiliate Partner: \$99.00

Affiliate Partners are Independent Consultants who choose to enroll in the optional Ambit Affiliate Program. This program provides ongoing commissions to the Affiliate based on the number of customers who sign up and pay their energy bill on a monthly basis. The \$99.00 fee includes both the affiliate position and website access. Ambit Affiliate Partners cannot recruit Independent Consultants or other Affiliates.

Billing Information:

Card Type: American Express Discover Master Card Visa

Card Number

Expiration Date

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

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Signature:

Date:

I agree that as an Ambit Energy Independent Consultant, I am an independent contractor, and not an employee, agent, partner, legal representative, or franchisee of Ambit Energy. I UNDERSTAND THAT I SHALL NOT BE TREATED AS AN EMPLOYEE OF AMBIT ENERGY FOR FEDERAL OR STATE TAX PURPOSES. I have carefully read and agree to comply with the Ambit Energy Independent Consultant Policies and Procedures, The Ambit Energy Independent Consultant Application and Agreement, The Ambit Energy Guide to Compensation, and The Ambit Energy Privacy Policy, all of which are incorporated into and made a part of this Consultant Application & Agreement. I understand that the Independent Consultant Application and Agreement, Independent Consultant Policies & Procedures, and Privacy Policy may be amended from time to time, and I agree that any such amendment will apply to me. Notification of amendments shall be published in official Ambit Energy materials. The continuation of my Ambit Energy independent business or my acceptance of commissions, bonuses or other benefits shall constitute my acceptance of any and all amendments. I understand that I have the right to terminate this Agreement at any time, with or without reason. I understand that such termination must be in writing. I understand and agree that Ambit Energy may terminate this Agreement at any time, with or without reason, upon written notice to me. BY SELECTING ONE OF THE ENROLLMENT OPTIONS ABOVE, I CERTIFY THAT THE INFORMATION PROVIDED IS ACCURATE. I UNDERSTAND THAT FAILURE TO PROVIDE AMBIT ENERGY WITH A CORRECT NAME AND SOCIAL SECURITY NUMBER MAY SUBJECT ME TO BACKUP WITHHOLDING ON ANY PAYMENTS AMBIT MAY MAKE TO ME AND I MAY BE SUBJECT TO PENALTIES IMPOSED BY GOVERNMENT TAX AGENCIES. I ALSO AGREE THAT I HAVE READ AND AGREE TO BE BOUND BY THE TERMS OF THE FOREGOING AGREEMENTS.

New Customer Enrollment



Name

Date of Birth

Social Security Number (tx & il)

Home Phone

Work Phone

Mobile Phone

Email

Ambit Energy requires that all requests for service be verified by an independent third party. Please specify the best telephone numbers for us to complete this process.

Home

Work

Mobile

I want to sign up for

☐ Electric & Gas

☐ Electric only

☐ Gas only

Service will be for a

☐ House

☐ Apartment/condo

☐ Mobile Home

I am: ☐ Switching providers ☐ Setting up new service*
(TEXAS ONLY)

New service start date:

Language preference

☐ English

☐ Español

Service Address

Texas: ESID# (If known; found on your current electric bill)

New York, Illinois and Maryland: Incumbent Provider account number

New York NYSEG and RG&E: POD ID (located on third page of bill)

City

State

Zip

Is billing address the same as service address? ☐ Yes ☐ No If different, please provide billing address below:

Address

Apartment/unit number

City

State

Zip

FREE Self-care Website Password:

Ambit gives you the ability to manage your account online. Please designate a password to use when you log on. Letters and numbers only, please.

Customer Authorization

I authorize Ambit Energy to become my Retail Electric Provider (TX), Energy Service Company (NY) Alternative Gas Supplier (IL) or Energy Supplier (MD). I agree that I am at least 18 years of age and am authorized to select the Energy Provider at the address provided. I also agree to allow Ambit Energy to conduct a credit check (TX and IL only) before my service is established.

Signature

Referred by

Ambit Customer Service: Mon. – Fri., 8:00 am – 6:00 pm(ct); Sat. 10:00 am – 5:00 pm (ct). (877)282-6248

*

For service activation, standard and expedited move-in orders are available upon request. Ambit Energy will pass through the move-in fee charged by your TDU. This fee will appear on your first invoice.
If you are an Illinois customer and are switching to Ambit Energy, you will have 10 business days after the date on the Nicor gas utility notice to rescind the switch without penalty by calling Nicor at 1-888-NICOR4U or Ambit Energy at (877) 282-6248.

10 Steps to Starting Your Business Right

This will help you get off to the fastest start possible in your new business.
As you finish each step, call or text your sponsor and let them know what step you're on.
Check them off as you go and ***go through all of these steps as quickly as you can.***

Take notes and write down questions as you go through this.

1. Schedule your Game Plan Interview with your sponsor or upline RC or SC. Once scheduled go to Step 2.
2. Log on to PowerZone. In the Ambit University tab, launch the Training Center and watch these videos:

Ambit U 100	Build Your Business the Right Way
	Jump Start Training 101
Ambit U 200	Setting Goals 201
	The Invitation 205

These 4 videos are a total of 45 minutes in length. As time permits, go through all of the training videos in Ambit U 200. You do not need to watch the videos in Ambit U 300.

There are additional training videos at www.John526.com As you build your business, go back to this site and watch other videos for training but don't get bogged down and lost with all the videos on this site right now. **Subscribe to the Newsletter.**

3. Write down your "WHY". This is going to be the driving force behind your new business. Share this "why" with your sponsor, your Senior Consultant, and Executive Consultant.
4. Put your initial written list on paper. This is going to be your most valuable asset that you have in your new business. List everyone you know, do not pre-judge. Include everybody that is in your phone, on your Facebook page, and use the Memory Jogger. The more people that you have on this list, the more money you will make.

5. Enter these important numbers into your phone:

Consultant Support	877-302-6248
Third Party Verification (TPV)	866-942-6248
Upline EC John Morrison	254-493-4825 Office 800-609-5945
Upline SC	_____
Upline RC	_____

6. Use the websites below with ***your web handle***. Have your sponsor show you your sites. Save these websites under favorites.

[PowerZone](#) - This is your virtual back office

_____.Energy526.com - Business Presentation Video for Potential Consultants - Site #1

_____.JoinAmbit.com - Customer Enrollment – Site #2

7. If you can think of one person, like an elderly grandparent, that you know will not do this business but would do you a favor, ask them the favor to be your customer. Enter this person as your first customer in your JoinAmbit website. Make yourself your first customer as well. Then get right onto the invite and invite people to see this business. As you show this business to people using your websites, the DVD in the magazine, or the weekly meeting or home meetings, you will gather your first 3 to 5 customers. You want to get your first 3-5 customers in the first week doing this. This will put your first check in your hands and your belief will sky-rocket! Connect with your sponsor regularly to get this done!
8. Get plugged into the system! It is critical that you jump on the following conference calls to get educated and motivated every week. Enter these numbers into your phone and set a phone and calendar alarm to remind you of these calls.

MorrisonTeam Call	(641) 715-3670	Pin 137975# Wednesdays at 9:00pm CST
Ambit Energy National Call	(641) 715-3670	Pin 137975# Sundays at 9:00pm CST

9. Know the locations of your local business presentations. Check with your sponsor or upline Regional, Senior or Executive Consultants. If you are within 30 minutes of a local presentation, we recommend that you go to at least 1 presentation a week.
10. Show this business to the people that you wrote down on your list. The amount of money you make is in proportion to the number of people you show this business to in the shortest amount of time. Show the video to at least 1 new person every day using the system and then bring a new guest to local meetings at least once a week. **Consistency will win the battle every time.**

Call or text your sponsor or upline SC or EC each day, keep adding to your written list, and keep showing the plan.

RECOMMENDED READING:

GoPro, 7 Steps to Becoming a Network Marketing Professional by Eric Worre

This book is a study guide for any network marketing professional. We reference this book often and the principles in it will help you build your business faster. Read the Introduction, Chapter 1 and Chapter 2 as soon as you can. These initial chapters will help your mindset. It comes in audio too. You can buy the GoPro book on Amazon.com.

Memory Jogger

**Don't prejudge anyone.
Write down everybody you know.**

1st Person You See

Across The Street

Adopted Children

Ambitious

Ambitious

Amway

Appliances

Apt. Manager

Ate Lunch With Yesterday

Attractive

Aunts

Automobiles

Bald

Basketball Team

Beard

Best Man

Best Personality

Best Salesman

Best Salesperson

Best Smile

Biggest

Blonde Hair

Boss's Secretary

Bought Car From You

Bowling League

Bridge With

Brother

Car Repair

Carpenter

Center Of Influence

Charity Worker

Chiropractor

Child Playmate

Choir

Christmas Card List

Church

Church Directory

Church/Temple

Clients Of Your Company

Closets Friend

College Annuals

College Coach

College Professor

Competitor

Cousins

Cub Scouts

Dance Class

Daughter Married

Day Care Center

Deacon

Deep Voice

Diet Center

Doctor

Doctor/Dentist/Realtor

Does Odd Jobs

Drives Mercedes

Drives VW

Eat Out With

Unemployed

Enthusiastic

Everyone At Current Job

Everyone At Past Job

Financially Successful

Fisherman

Former Church

Former Neighborhood

Friends

From Out Of State

Furniture Salesman

Grocery Store

Has A Pick Up Truck

Has An Extra Day Off

Has Great People Skills

Has No 401k At Work

High School Football Team

High Voice

Hobbies

Home Address Book

Human Resources Director

In A Business Partnership

In Law

In Laws Friends

In Management

In Multi Level

In Sales

Just Bought A Business

Just Got Married

Just Had A Baby

Just Inherited Money

Just Sold A Business

Large Family

Last Person You See

Lifts Weighs

Likes Helping People

Likes To Travel

Lions

Little League

Lives In House You Used To

Loan You A Book

Minister/Rabbi

Money Motivated

Most Enthusiastic

Most Integrity

Most Liked

Most Trustworthy

Moustache

Must Successful

Needs More Money

Needs More Money

Neighbors

Neighbors On Left

Neighbors on Right

New Baby

New Car

On Crutches

On The Corner

Optimist

Other Relative In Vicinity

Over 60 Works

Owns A Business

P.T.A.
Parents
Parents Friends
Parents Neighbors
Parents Partners
Pilot
Plays Guitar
Plays Sports
Post Office Worker
Postman
Prettiest Wife
Quit Smoking
Recent Death In The Family
Recent Job Promotion
Recent Promotion
Red Hair & Freckles
Rides Bus To Work
School Principal
School Reunions

Scuba Diver
Secretary
Security Personal Boss
Sells Something
Single Mom/Dad
Sister
Ski With
Smallest
Son Just Married
Southern Accent
Spa/Health Club
Step Children
Stereo
Teacher/Coach
Tells Jokes
Thrift- Minded
Thrifty
Twins
Uncles

Uncles
Vacationed With
Wealthy Grandparents
Wedding Photographer
Where You Grew Up
Who To Call If Need Help
Wife's Friends
Work Out With
Work Weekends
Work With Or For You
Working Couple
Works 2nd Job
Works Night
Works Shifts
Wrestler
YMCA
Your Education

Invitation Script

Use this script when you are inviting prospects to look at the business who are in your warm market.

These are people you know well.

This is an alternative to the 8 step invitation process that Go Pro teaches on.

YOU: Hey _____, I've got a business idea I want to run by you. It may or may not be something of interest to you but you probably know someone I should be talking to. When can you be in front of a computer for 20 minutes?

PROSPECT: Sure. I can do it _____.

YOU: Great! I'll call you then.

.....
When you call back at the scheduled time:

YOU: Pull up this site on your computer. www._____.energy526.com. What do you see?

PROSPECT: (If they say "The Ambit Opportunity" or "What is Energy 5-2-6?" then they are on the right site. If not, direct them to the correct site.)

YOU: Great! Just skip the first video and click on the tab that says "Company." I'm going to stay on the phone with you to tell you what to do next.

Wait until video is over and make sure you have someone ready to do a 3way call. Ask these questions and wait for responses.

It's a pretty exciting business. What did you like best about what you saw?

(share that you liked that also)

Did you see anything else that you liked?

(share that you liked that also and then your why)

Let me ask you a question. On a scale of 1 to 10, with one meaning you have zero interest and 10 being you're ready to get started right now, where are you?

- **1-5:** Like I said before, this may or may not be for you, but I'm sure you have some questions. One of the things that I like the most about this business is the teamwork and professionalism. I'm working with someone who's really successful and I want you to get your questions answered by them. It would be good for my training also. (Edify the expert and get them on the phone.)
- **6-9:** One of the things that I like the most about this business is the teamwork and professionalism. I'm working with someone who's really successful and I want you to get your questions answered by them. It would be good for my training also. (Edify the expert and get them on the phone.)
- **10:** Great! On that site, you will see a green button that says "Start Your Business Now." Click on that and I will walk you through the enrollment process.
- **If they are not willing to get on a call:** That's totally fine. If it doesn't cost you anything extra, would you be my customer and help me grow my business?

5 Dynamic Points that Makes Ambit Energy Different from Any other Network Marketing Company

1. We deliver the end product to the consumer at below retail.

In most lotions, potions and pills businesses you charge \$10.00 for a bottle of vitamin C, that you could go buy at Wal-Mart for \$3.00, it's retail plus, plus to garner enough revenue to pay out the distribution force.

2. Everybody already uses our product.

You don't have to convince somebody that they need electricity or natural gas.

3. Everybody already understands it.

There is no product training. Look at our business presentation. We don't have a feature benefit presentation: Take this juice and it's going to make feel this way, take this pill and it will eliminate the pains in your joint, take this pill and it will make you lose weight, put this magnet here – it's going to do this for you? No! Everybody understands the benefits of electricity and natural gas because they have used it since birth.

4. We don't sell anything.

In all those other companies you've got to get a credit card or a check card and you've got to put them on auto-ship. They're going to get hit with a bill at the end of every month or they've got to write you a check for the product you just sold them. At the point of signing up a consumer in our business, **we don't collect any money**. If we inherently understand people are disgusted and will get sick over thinking about they've got to go sell something, why in the world would you get in a business where you've got to sell something? **WE DON'T HAVE TO SELL ANYTHING!** We are in the education business.

5. We don't change the way the consumer buys the product.

People will revert back to the way they always bought a product. You can't create your residual income selling something that changes the way the consumer buys the product. We don't change the way the consumer buys the product. The incumbent energy company is going to continue to service the lines and read the meter.

The 30 second version:

Ambit's product is a public utility that is unconsciously purchased & habitually used. We deliver the product to the consumer at below retail with the benefits that everybody already uses it, everybody already understands it, you don't have to sell it since we don't collect money, and you don't change the way the consumer buys the product.

Credibility Documentation for Ambit

Wondering if Ambit is a credible company and not some “scam”? Below are just some of the resources we investigated over a 2 month period prior to joining Ambit. (We’ve also added some since joining as new states have come on line.)

Why Ambit has Credibility

1. They are a regulated public utility in every state in which they operate. This means they are under government oversight within each state.
2. They have a long term energy deal with a division of one of the largest companies on Earth, Royal Dutch Shell. This contract extends through 2017.
3. They were capitalized by billionaire families/companies with hundreds of attorneys on staff. Their job was to ensure Ambit was using a legal marketing structure so as not to risk tarnishing the global brand images of these companies.

Government Power Regulating Entities (listings by state)

TX. www.puc.state.tx.us
NY. www.dps.state.ny.us
IL. www.icc.illinois.gov
MD. www.psc.state.md.us
PA. www.puc.state.pa.us
NJ. <http://www.nj.gov/bpu/about/divisions/energy/>
CT. <http://www.ct.gov/pura/cwp/view.asp?a=3356&q=414004>
MA. <http://www.mass.gov/eea/>

BBB of Dallas

Ambit has an A+ rating on a scale of A-F <http://www.dallas.bbb.org/>

Direct Selling Association Member

http://www.directsellingnews.com/index.php/entries_archive_display/the_100_million_club.

Coral Power/Royal Dutch Shell Co.

This is a story about Ambit’s long term energy deal with one of the largest electricity suppliers in the world. www.newswiretoday.com/news/19432.

Inc 500 Article from December 2010

Ambit named the number 1 fastest growing privately held company in the United States for 2010 by Inc. Magazine. <http://www.inc.com/ss/2010-inc-5000-top-10-companies-by-growth-rate>.

Additional 3rd Party Business Publications Featuring Ambit

<http://ww2.ambitenergy.com/about-ambit-energy/newsroom>

Direct Selling News 2012

Ambit moves up 16 places to #15 on the Top 100 Global Direct Sales Companies and increases revenues by \$249 million in one year.

http://directsellingnews.com/index.php/view/2011_dsn_global_100

Billionaire Investors Backing Ambit

The Hunt Family - <http://www.huntgrowthcapital.com/portfolio.htm>

The Carter Family (Home Interior and Gifts)-

http://ww2.ambitenergy.com/images/pdfs/07_0116-joeycarterjoinsambitenergyinvestors.pdf

The Thompson Family (7-11)- <http://www.youtube.com/watch?v=U5bgTQ-y6PE>

David Biegler (Former President/Vice Chairman of TXU-the nation's largest energy provider) <http://ambitconsultant.blogspot.com/2008/09/david-biegler-joins-ambit-energy.html>

Stephen Covey (Co-founder of Franklin-Covey)

Wrote the best-selling book *The Seven Habits of Highly Effective People* and thought so much of Ambit's business model he wrote another book: *The Seven Habits of Highly Effective Ambit Consultants*. www.franklincovey.com/tc

The John Maxwell Co.

World-renown leadership expert and author of 72 books on the subject Dr. John C. Maxwell has partnered with Ambit Energy to create The 21 Irrefutable Laws of Leadership for Ambit Energy 4 CD set. Using his #1 best-selling book as the platform for this CD set Dr. Maxwell has, for the first time ever, associated one of his original works with a company outside of his organization. Visit his company site for information on this CD set:

<https://www.johnmaxwell.com/store/products.php?product=The-21-Irrefutable-Laws-of-Leadership-in-Ambit-Energy>

Ambit Executive Profiles

Jere Thompson-CEO

<http://investing.businessweek.com/research/stocks/private/person.asp?personId=391878&privcapId=44732363&previousCapId=28349&previousTitle=ExoLink%20Corporation>

<http://www.zoominfo.com/#!/search/profile/person?personId=1316401&targetid=profile>

Chris Chamblis-CMO

<http://ww2.ambitenergy.com/about-ambit-energy/ambits-leaders>

John Burke-CIO

http://www.computerworld.com/s/article/351472/John_Burke

<http://www.informationweek.com/news/global-cio/interviews/221901164>