

# Energy - Natural Gas & Electricity

**Patrick Maser** • Senior Vice President and Circle of Champions  
Member

# Energy Industry Stats

**500 billion & growing**

*“Greatest Shift of Wealth in Our Lifetime.”* Warren Buffet

Former Chairman of G.E Jack Welch Described energy deregulation as *“The next biggest thing since the internet”*

Elon Musk, Co-Founder of PayPal & Founder of Tesla Cars is *spending billions in the Energy Space*

# Benefits of Deregulation

- Freedom for customers to choose
- Access to products not offered by utility
- Same quality service customers are used to
- No selling involved...no asking for money
- No change in buying habits – no reselling customer
- Powerful opportunity for IBOs – long-term residual income





**LARGEST CONSUMER FOOTPRINT**  
of any Retailer in the Country



**XOOM Energy ranks No. 1  
in Energy and No. 13  
overall on 2015 Inc. 500 with  
Three-Year Sales growth**

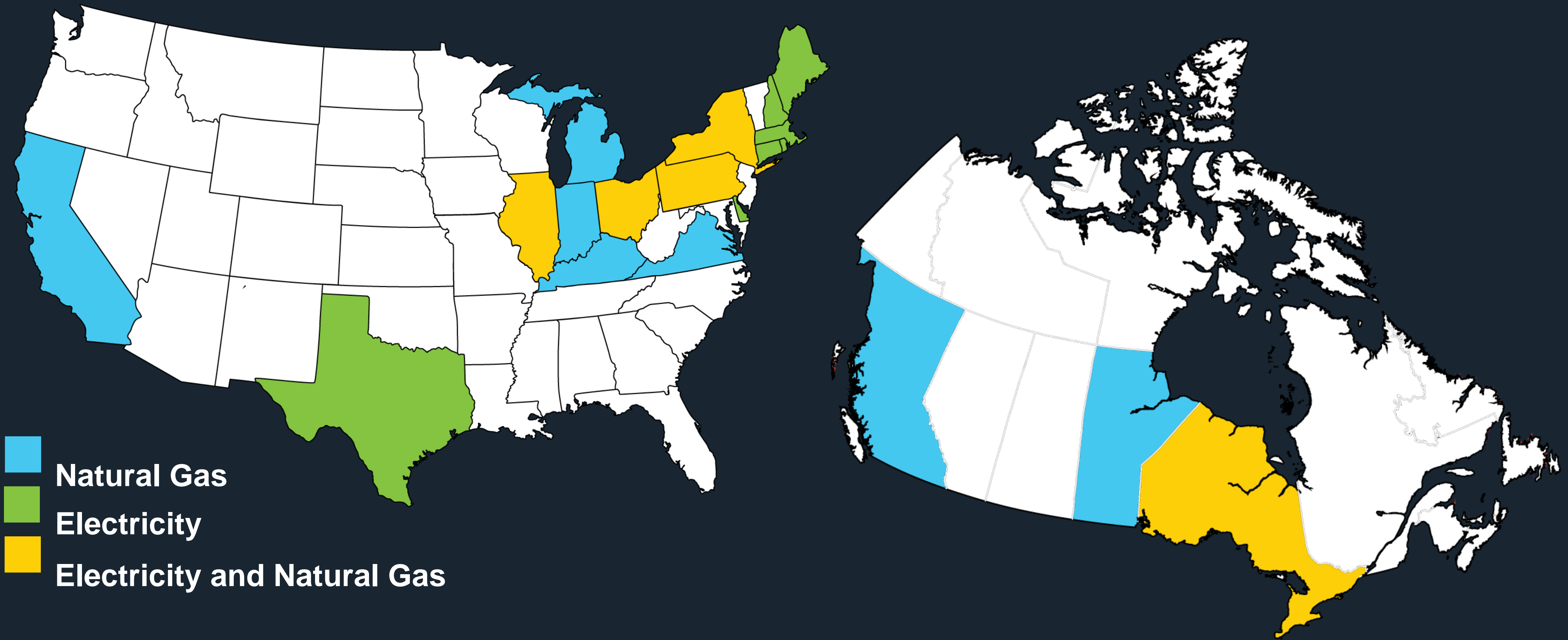
Meet 2015's **SUPERSTAR ENTREPRENEURS**  
**Inc.** Here's How  
They Did It






**XOOM Energy**  
**Rank #13**



# Market Potential xoom energy



-  Natural Gas
-  Electricity
-  Electricity and Natural Gas



# Before Acquiring Energy Customers...

- Must be accredited
- XOOM: NY and OH - must have a badge
- PE: Ontario must have badge
- All IBOs can acquire customers in energy states

The screenshot displays the ACN IBO Back Office interface. The top navigation bar includes links for Home, My Business, Events, Recognition, Products, Training, and Tools. The main content area is divided into several sections:

- My Business:** Shows the current status as TC and lists current subscriptions: Auto Ship and Your Business Assistant.
- Communication Center:** Displays open messages, with a notification for 100 new messages.
- Manage:** Includes a 'My Points' section with details like 2 points, 1 preferred customer, 0 incomplete customers, 0 QTT legs, and claim missing customers. It also lists reports such as Downline Reporting and CABs & Commissions.
- My Business Documents:** Lists documents like IBO Agreement, Personal Customer List, and Earnings Statements.
- Your Business Assistant:** Provides options to manage components like the ACN Contact Center, Distributor Website, SUCCESS on Demand, ACN2GO, and ACN Email.

On the right side, the ACN COMPASS logo is prominently displayed, followed by a promotional message: "ACN Compass has everything you need to run your ACN Business. Essential Documents • IBO & Product News • Recognition • Event Info • and More! Can't find what you're looking for? Use the 'Search' function to find everything you need!". Below this, there are sections for "NEW TEAM TRAINERS START HERE ROADMAP TO SUCCESS" and "Essential PBR DOCUMENTS".

At the bottom, there are buttons for "Your ACN Online Store" (with options to activate or update information), "yba every day YOUR BUSINESS ASSISTANT" (with options to access tools or sign up), and a highlighted "XOOM energy ACCREDITATION & Energy Badge - NY & OH". At the very bottom, there are buttons for "ACN CHAT UNAVAILABLE" and "ACN EMAIL".

# Product Portfolio

Variety of plans including options not available through the local utility

## MARKETS

- Residential and small business customers
- Variable rate plan with no long-term commitment (**XOOM Markets**)
- Fixed rate plans with term contracts
- Renewable Energy Options – available in both electricity and natural gas markets





# Doing Business the Right Way

- Customers must place their own orders & must be the account holder - the online order is a binding agreement
- Do not contact XOOM, Planet Energy or the Utilities directly with product or compensation questions - refer to ACN Compass or your Storefront
- No door-to-door customer acquisition
- IBOs must identify themselves as an IBO on behalf of ACN, not affiliated with the utility



# ACN in 1993



## LONG DISTANCE PHONE INDUSTRY WARS

We used the relationships IBOs have to acquire customers – effective for acquiring & keeping customers

People that we know – “flat tire friends” (urgency & excitement) & people that we do business with

***“Can you do me a HUGE favor?”***

*“I’m working with a Gas and Electric company. I need a few more customers to try my service. It won’t cost you anything. Can I count on you to do me a huge favor and try my service?”*

**10% - red apple**    **80% - green apple (questions)**    **10% - rotten apple**

Learn the commonly asked questions & lean on the favor



# Make It Simple for the Customer to Do You a Favor

- Provide a copy of their bill or have the local utility phone number handy for customer if bill isn't available
- Know what information is needed in customer's area
- Email address & phone number needed for customer to sign up
- Customer needs to sign themselves up for service
- Send all customers thank you notes, birthday cards & ask for referrals





# Power *your* Home

Open to All U.S. IBOs in XOOM Energy Markets

ACQUIRE **10**  
residential XOOM Energy  
Gas customers  
and your **residential XOOM**  
Energy Gas service  
can be **FREE!**



ACQUIRE **10**  
residential XOOM Energy  
Electric customers  
and your **residential XOOM**  
Energy Electric service  
can be **FREE!**

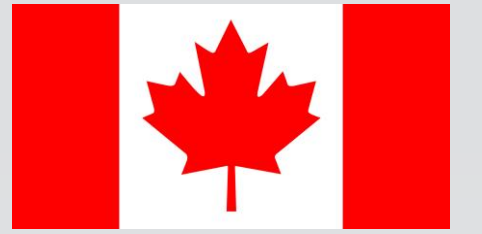


Open to All Canadian IBOs in Ontario

Acquire **15 NEW**  
residential **Planet Energy Electricity**  
and/or Gas customers in Ontario  
and your residential **Planet Energy**  
Electricity service can be **FREE!**



Simply acquire 15 electricity and/or Gas customers, in addition to yourself, and your residential electricity service can be free.



# Ontario Fixed Plan Customers Receive Intro Rate Until **3/31/2016**

## *New Customer Orders placed between 9/11-10/31*

- The Intro Rate will be in effect from Sep 11, 2015 until March 31, 2016
- Residential and Small Business Customers
- Intro Program applies to Stability Plans for both Gas & Electricity or each individually
- After 3/31/2016 customer rate will go to the fixed rate in place when they initially signed up





# Ontario Fixed Plan Customers



**Bundled Service - 4-6% Savings**  
**Intro Rates - Additional Savings of 11% off Gas and 24% off Electricity**

## Bundled 5-Year Program

**POWER Bundled** Intro Pricing to March 31, 2016

¢ per kWh

Intro Pricing	<b>3.79</b>
Standard Pricing	<b>4.99</b>

**GAS Bundled** Intro Pricing to March 31, 2016

¢ per m3

Intro Pricing	<b>16.99</b>
Standard Pricing	<b>18.99</b>

## Single Commodity 5-Year Program

**Power Only** Intro Pricing to March 31, 2016

¢ per kWh

Intro Pricing	<b>3.99</b>
Standard Pricing	<b>5.19</b>

**GAS Only** Intro Pricing to March 31, 2016

¢ per m3

Intro Pricing	<b>17.99</b>
Standard Pricing	<b>20.29</b>

**Get a Dream**

**Get a Reason**

**Get a Why**



A person wearing a black dress and black high-heeled shoes stands on a white arrow painted on a grey asphalt surface. The arrow points to the left. The person's legs are visible from the knees down, and they are standing with their feet on the arrow. The background is a textured grey asphalt surface.

# **The Two Values That Drive Decisions**



# End Values

# Mean Values



# End Values

The things that are the most important and control our lives and decisions.

# Mean Values

Things we contrive in our mind as being important.





# End Values

- Time
- Freedom
- Giving to Charity
- Helping Parents
- Helping Kids
- College Fund

# Mean Values

- Million Dollar Homes
- Expensive Cars, Boats, etc.
- Material Possessions





**CALL TO ACTION**

Recreate your **WHY** this weekend

Make a list of **End Values** and things that are important to you