



## **ESC's Account Rep Training Program Commercial II Track**

ESC's Account Rep Training program focuses on the enhancement of the core competencies of energy utility marketing and sales professionals, from new hires to veteran sales and marketing staff.

The Commercial II track familiarizes account reps with the primary commercial market segments. For each market segment, ESC presents current energy usage, building statistics, and opportunities for growth. Who the decision makers are, what is the decision-making process and the drivers within each market segment are reviewed. Natural gas solutions to meet customer needs and challenges are identified. The types of products and services the gas industry can be promoting to each market segment will be analyzed. Each unit of the Commercial II track concludes with a set probing questions to ask customers along with relevant case studies.

### **Commercial II Units:**

<b>Commercial II Track</b>	
<b>Healthcare</b>	<b>Nursing Homes</b>
<b>Schools</b>	<b>Retail</b>
<b>Foodservice</b>	<b>Universities</b>
<b>Lodging</b>	<b>Supermarkets</b>
<b>Office Buildings</b>	<b>Working with National Accounts</b>
<b>Multi-Family</b>	<b>Financial Considerations</b>