

Who Are Your Customers

- Assignments of current customers
- Query of your CRM/Billing Systems
- Rank or Prioritize your accounts
 - Key Accounts
 - Accounts with Opportunities
 - Maintenance Accounts
- Harris Directory of Manufacturers
- Contact Local Chamber and Economic Development Professionals

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Who Are Your Customers

- Harris Directory of Manufactures
 - List Manufactures of each state Geographically, by SIC code, Alphabetically, and by Product
 - Provides Company Name, Address, Phone, Decision Makers, SIC code, Product, Headquarters Location, web site and number of employees

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Harris Directory of Manufactures




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Harris Directory of Manufactures

(G-8824)
INTERNATIONAL PAPER
COMPANY (PA)
 8400 Poplar Ave (38197-0198)
PHONE: 901 419-9000
 Fax: 901 419-4439
 Mark G Sutton, Ch of Bd
 John Y Sima, President
 W Michael Amick Jr, Senior VP
 Catherine I Slater, Senior VP
 C Cato Ealy, Senior VP
 ♦ EMP: 3000 EST: 1898
 SALES: 219 Publicly Held
 WEB: www.internationalpaper.com
 SIC: 2621 2653 2658 2631 Paper mills;
 printing paper; text paper; blotting; boxes,
 corrugated; made from purchased materi-
 als; food containers (liquid tight), including
 milk cartons; cartons, milk; made from
 purchased materials; container, packaging
 & boxboard; container board; packaging
 board; pulp mills

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Who are your Customers

- Local Economic Development Professionals
 - A potential source to help you meet your customers
- Contacts with Existing Industrial Manufactures
- Contacts with prospective industries considering sites in your communities

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Who are Your Customers

- Query of your CRM/Billing systems for Industrial and Large Volume Customers
 - Customer Name, Address
 - List Rate Class
 - List Rate Schedule
 - Annual Volume
 - Sort by Annual Volume or Annual Margin

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What Do They Do

- Visit Customers on Regular Basis
- Take an interest in your customers business
- Ask for a plant tour during visits whenever convenient for the customer
- Follow their production process from Receiving to Shipping
- Make note of energy burning equipment
 - Gas, Electric, Diesel, etc
 - Energy ratings
 - Age of equipment
- How is natural gas used in their process

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Who Are Your Customers

Develop a Relationship and Build Trust

- Prioritize Your Customers
- Tier Levels Based on Annual Volume and Margin
- Set a schedule to visit customers regularly that is right for your and your customers, ie:
 - Tier 1 – Visit 4 Times per Year
 - Tier 2 – Visit 2 Times per Year
 - Tier 3 – Visit 1 Timer per Year
 - Tier 4 – Visit as needed

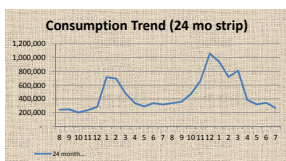
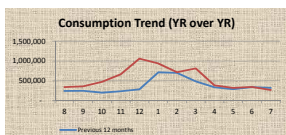
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Who Are Your Customers

- Provide a customer a graph or summary of their historical gas consumption and costs
- Does this fall in line with their production or historical weather
- Short term outlook for their business
- Any future plans for expansion or reduction in production




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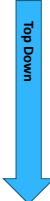
Who are Your Customers

- Natural Gas Service
 - Annual Volume and Rate Schedule
- Electric Volume and Electric Rate/Costs
- Other Fuel costs and annual volumes
- Survey Form – Create Database
- Equipment List
 - List electric equipment, as well as gas burning equipment
 - Furnaces, motors, compressors

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Decision Makers


Top Down



CEO
CFO
VP Operations
Engineering
Plant Manager
Maintenance Department

Bottom Up



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Additional Gas Opportunities

Look for electric equipment (furnaces, space heaters)

Oil or Coal Supplies


Oil storage tank & grade of oil

Waste water opportunities

Engine driven opportunities

Air Compressors

Gas Cooling

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Energy Efficiency Opportunities

Make your customer more efficient, competitive, stay in business longer, expand in your service area.

Upgrade boilers

More efficient space heating

Burner controls, flue gas analysis

Steam system improvements

Provide information on utility or state rebates for energy efficiency.

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Providing Information

- Gas Technology Magazine Mailing List
- Newsletters
- ESC Training, Webinars and Calculators



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Develop Relationships with Manufacturers' Reps

- You can't be an expert in all fields and all natural gas technologies
- ESC for a list of equipment manufacturers
- Trade shows
- Call your fellow ESC Members

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Services You Can Provide

Be Your Customers One Point of Contact with the Utility

- Coordination with Operations on Service Related Issues
- Energy Efficiency Opportunities
- Additional Gas Opportunities
- Rate Analysis
- Provide Technical Information
- Show Appreciation
- Solve any Billing and Payment Posting Issues

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Coordinate Service with Operations

- Plant Expansions
 - Coordinate meter and service line upgrades
 - Get natural gas load information
 - Be the contact between your customer and your operations team
- Metering Issues
 - Estimate volumes
 - EFM Installation

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Providing Information

- Rate Analysis
 - Are interruptible, large volume, transportation rates available
 - Economic Development Rates
 - Do new tariff rates need to be developed to support your industries
 - Review tariffs of other gas utilities for rate schedules that may benefit your customers

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Economic Development

- Work with Local ECD Officials
- Attend Prospect Site Visits
- Gas Rates for prospects
- Services and Capacities available to sites in the industrial parks

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Give & Take Relationship

- Give
 - Provide information on technologies
 - Provide rate info
 - Provide analysis of potential savings
- Take – Ask Questions
 - What load might they need?
 - What pressure will they need?
 - What equipment do they have?
 - How/when is it used, and how old is it?

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Core Energy Using Equipment

Energy use	Technologies
Heating	Boilers, Roof Top Units, Infra red, Unit heaters
Cooling	Central Chillers, Gas cooling
Humidity Control	Steam boilers, desiccant systems
Hot Water	Boilers, tank water heaters
Back-Up Power	Large diesel or gas generators

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Specialty Gas Using Equipment

Energy use	Technologies
Paper	Steam dryers
Food processing	Pasteurizers, cookers, dryers, boilers and water heaters
Metals	Anneals, smelting, heat treaters
Power Generation	Gas Turbines, Steam Turbines, Engine Generators, MicroTurbines
Automotive	Die Casting, Forging, Stamping, Space Heating
Agriculture	Grain Dryers, Irrigation

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Don't Forget about Meters



Rotary: Typically sized from 1,000 to 16,000 CFH



Diaphragm: Sized from 250 CFH to over 5000 CFH



Turbine: Typically 3" (10,000 CFH) to 12" (150,000 CFH)
Pressure up to 1480 PSI or more

www.elster-americanmeter.com

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Appreciation

- Show appreciation to your customers
 - Lunch
 - Sporting Events
 - Golf Tournaments
- Also allows you to get to know your customers better and develop a relationship with them.

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