

# Energy Sales Guide

## ENERGY COSTS ARE SOARING NATIONWIDE

Increasing energy costs and extreme price volatility make it difficult for companies to find the best energy rates and budget appropriately. Finding the right solutions for your customers' organizations can be challenging without the proper tools and education.

SINCE 2020,  
THE COST OF NATURAL GAS  
HAS INCREASED BY

>350%

## SOLVE YOUR CUSTOMERS' CHALLENGES

Buy energy smarter, find long-term budget certainty and take advantage of the competitive energy supply landscape with AppDirect's holistic solution. With energy procurement contracts tailored to your customers' unique demands, you can help them lock in the best rates and drive down energy costs.

CHALLENGE	SOLUTION
Energy prices are increasing	<b>Implement alternative energy sources to reduce overall spend</b> Access a catalog of diverse energy solutions from over 40 providers and take advantage of deregulated energy markets where available.
Energy prices are volatile	<b>Find long-term budget certainty</b> Lock in multi-year rates to manage energy spend and ensure operational budget stability.
Finding energy solutions requires specialized knowledge	<b>Trust in our energy experts to navigate this complex market</b> Work with dedicated experts to find the best energy solutions and rates that meet your evolving needs.



## GROW YOUR BUSINESS WITH THE ENERGY SOLUTIONS IN OUR CATALOG

 Electricity and natural gas    Energy efficiency    Distributed generation

 Electric Vehicle solutions    Waste management    Water management    Building management

### WHAT YOU NEED TO KNOW

#### Energy deregulation

In a deregulated energy market, no one single utility company has control over electricity or natural gas. If your customer lives in a state with deregulated energy, help them choose their energy provider based on factors like price, contract terms, and renewable energy options.

#### Environmental, Social, and Governance (ESG)

ESG is a set of standards used to evaluate and assess an organization's environmental and societal impact. With access to the diverse energy solutions available in the AppDirect catalog, you can help your customers attain their environmental goals.

Increasing energy efficiency by updating building infrastructure, installing distributed on-site solar, or managing water usage and waste production are all excellent opportunities for your customers to limit their environmental impact.

### ASK THE RIGHT QUESTIONS

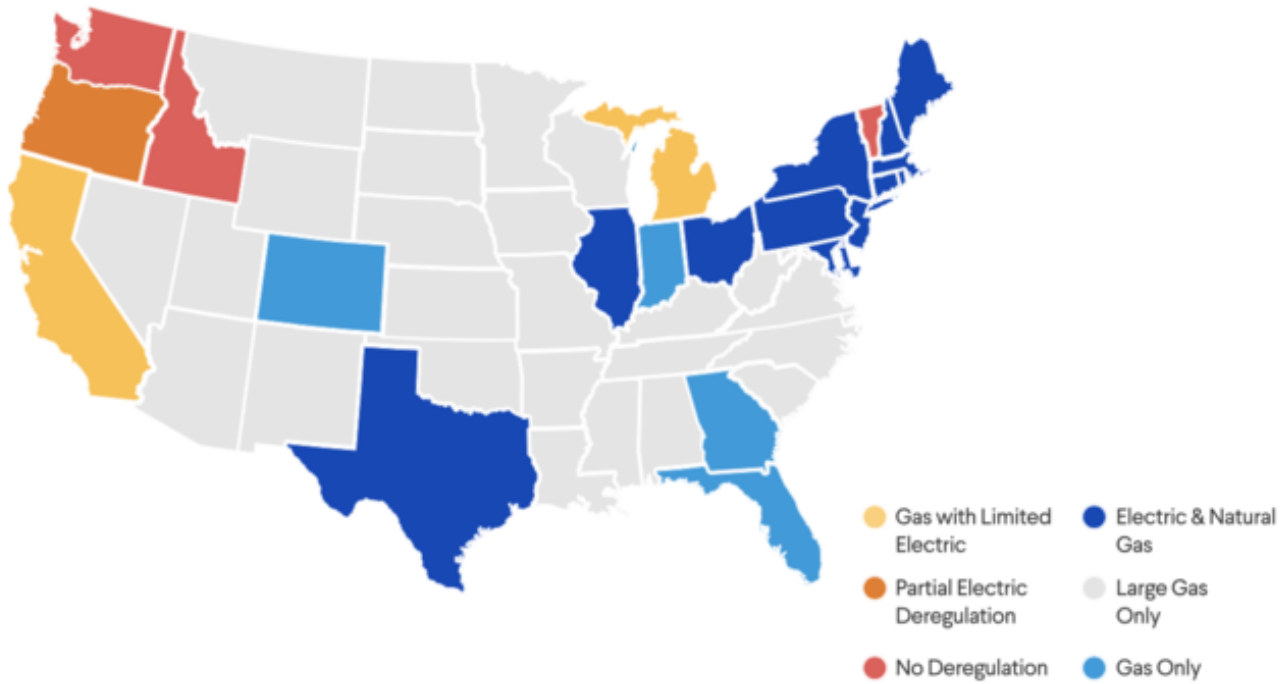
Here are several conversation starters for energy opportunities that can uncover a company's basic energy needs, assess their current energy solutions, and understand long-term objectives.

- Has your business experienced a significant uptick in energy expenses from previous years?
- Are energy reduction and energy cost control solutions important for your business' long-term growth?
- Have you explored deregulated energy markets as a solution for reducing your energy costs?
- Do you have a deregulated energy supply contract with a retail energy provider? If so, when is that contract up?
- Have you explored reducing your waste management or water consumption costs?
- Does your business have any sustainability/ ESG goals and or objectives? Are you actively tracking and managing your business' carbon footprint?
- Has your business ever explored any energy reduction strategies or solutions like LED lighting retrofits or on-site solar?
- Are you aware of the available federal/state/ local utility incentives and rebates to assist with the implementation of these kinds of solutions?





### Deregulated energy map



### PROVIDER RECOMMENDATIONS



Contact your AppDirect CSM for more information about our energy solutions - our team of experts will guide you on the best path forward

#### ABOUT APPDIRECT

AppDirect is a San Francisco-based B2B subscription commerce platform company that brings together technology providers, advisors, and businesses to simplify how they buy, sell and manage technology. More than 1,000 providers, 10,000 advisors and 5 million subscribers rely on the AppDirect ecosystem of subscription marketplaces to power their innovation, growth, and success.

For more information about AppDirect, please visit [www.appdirect.com](http://www.appdirect.com). 650 California Street, 25th Floor, San Francisco, CA 94108

