

Energy Sales Guide

ENERGY COSTS ARE SOARING

Driven by surging electricity demand—especially from AI Data Center growth—energy prices are rising fast. This market volatility makes it challenging for businesses to optimize their energy spend.

Since 2020, average **electricity costs for businesses have increased over 20%**—a sharp rise compared to just 3% in the five years prior.

LOCK IN THE BEST RATES

Help your customers control energy costs with holistic energy solutions tailored to their business objectives.

BUSINESS CHALLENGES	SOLUTION
Rising energy costs	Manage spend with competitive pricing and alternative energy Access competitive pricing from every major supplier. Take advantage of deregulated energy markets where available, or implement alternative energy sources to reduce spend.
Volatile energy markets	Find long-term budget certainty Lock in multi-year rates to stabilize energy spend and ensure operational budget stability.
Complexity of choice	Gain trusted energy guidance backed by real data Rely on our expert guidance and tools, including pricing platforms, rate comparisons, savings analyses, and market trend forecasts.



Grow your business with key energy solutions



Electricity and natural gas



Energy efficiency



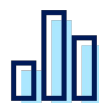
Distributed generation



Electric vehicle solutions



Water management



Waste management



Building management
(sensors & IoT)



Expense management

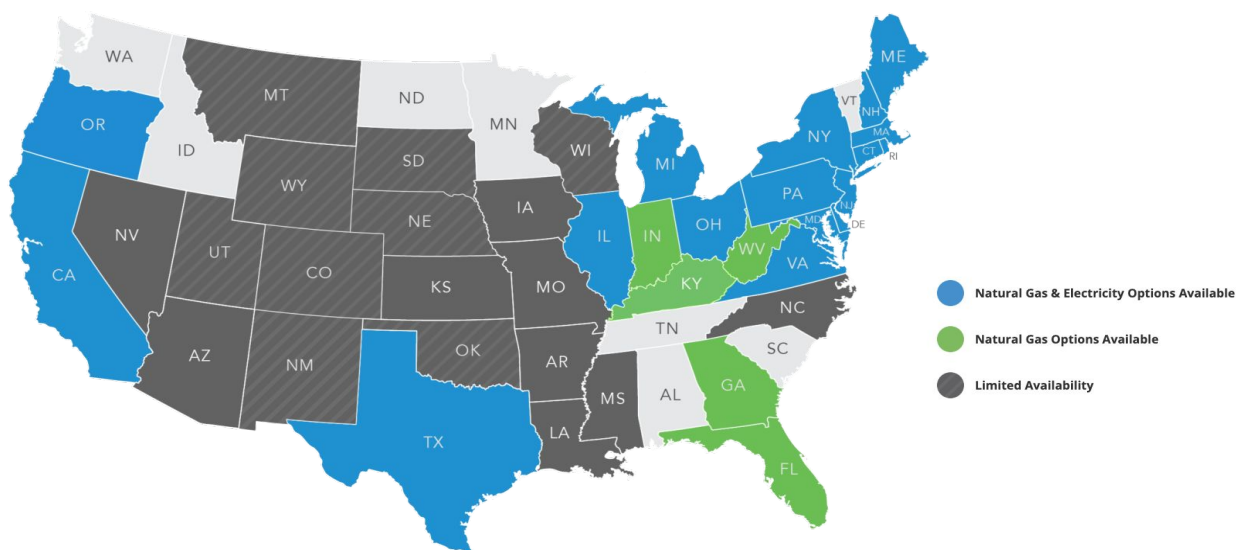
Offer all the leading providers



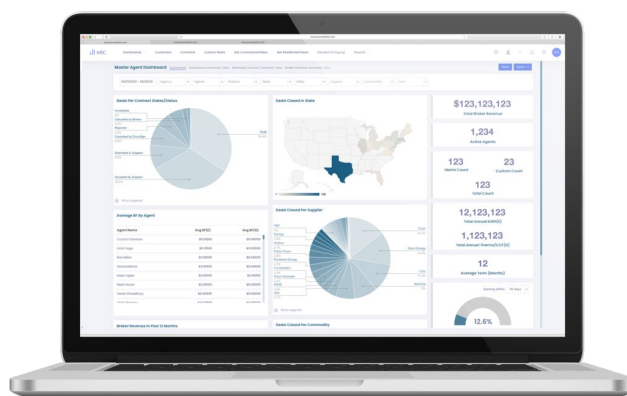
Deregulated energy

WHAT YOU NEED TO KNOW

In deregulated energy markets, **customers can choose their electricity or gas provider.** Help them compare options based on price, contract terms, and renewable energy.



Our Energy platform provides access to every major supplier in deregulated states. Compare rates, find the best daily deals, and guide your customers to smart, cost-saving decisions.



Pricing comparisons



Savings analysis



Market trend forecasts



Discovery questions

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

- How do you currently address your energy needs?
- What steps are you considering to improve your energy solutions?
- How has your business responded to the recent increase in energy costs?
- How do you feel about exploring cost-effective solutions that might free up funds for other important projects?
- How have you looked at ways to reduce electricity usage, water usage, and waste expenses?
- Tell me about your company's sustainability or ESG (environmental, social, and governance) objectives.
- How are you currently tracking and managing your business's carbon footprint, if at all?
- What do you know about the available utility incentives and rebates to assist with the implementation of sustainability solutions (for solar, LED, EV-charging)?
- Are there any upcoming expansions, closures, or operational changes that could affect energy usage?

Contact your Channel Manager to learn more

ABOUT APPDIRECT

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