



# WHEN IS A TRADE ALLY MODEL APPROPRIATE?

**STATS** 19 MONTHS  
AFTER TRADE ALLY MODEL  
IMPLEMENTED:



**7,700**  
CUSTOMERS  
SERVED



**11,000**  
ASSESSMENTS



**153** TRADE  
ALLIES TRAINED



**110,000,000**  
ANNUAL KWH



2012 TRC OF  
**4.17**

**BUDGET** CAN YOUR BUDGET HANDLE A TRADE ALLY  
DRIVEN MODEL?

**SERVICE AREA** DO YOU HAVE HARD TO REACH TERRITORIES?

**PROGRAM TYPE** RESIDENTIAL, BUSINESS, GAS ONLY?

**TRADE ALLY RECRUITMENT** DO YOU HAVE AN  
ENGAGED NETWORK OF CONTRACTORS?

**MOTIVATORS** NOT ALWAYS MONEY.

**KEEP IT SIMPLE** "SOMETIMES THE QUESTIONS ARE  
COMPLICATED AND THE ANSWERS ARE SIMPLE." -DR. SEUSS

**FAST PAY** WHO WANTS TO WAIT FOR MONEY?

**AGGRESSIVE MARKETING** THE EASIEST LEAD  
IS THE ONE HANDED DIRECTLY TO YOU.

**QA** CAN YOU TRUST THE TRADE ALLIES?

**DESIGN PITFALLS** CONSISTENCY IS KEY, CHANGE IS EVIL.

**SCALING BACK OVER TIME** PAY ME LESS TO DO  
THE SAME THING?

**WHEN IT IS NOT APPROPRIATE** BUDGET,  
TERRITORY, PROGRAM GOALS, CONTROL FREAK.