

The Presentation

Recommended Don'ts:

- Don't waste time explaining basic principles of combustion or HVAC
- Slides that *broadly tout advantages* of, for example, distributed generation or waste heat recovery are unnecessary. Our audience is well aware of the generic benefits of energy efficient gas equipment.
- Don't waste time with corporate structure and history
- Don't make the mistake of using more than 30-35 slides hoping to click through them rapidly
- Don't use canned sales presentations which often do not address the kinds of questions that professional utility marketing and sales staff may have. That's why we have provided these speaker guidelines. "Good" products and appliances have gone unsupported in the past due to mediocre presentations. Our members serve some 43,000,000 gas customers – don't neglect an opportunity to make a great impression!

PRESENTATION BREAKDOWN:

25 minute (strictly enforced) presentation followed by **5-10 minute Q&A**

▪ **Product introduction (5 min)**

Operating, performance, & environmental characteristics including gas consumption and minimum pressure.

▪ **Marketing strategy (5 min)**

Our members will have the greatest chance to help promote your products if they know which *specific* customer segments you are targeting, and which applications of your equipment offer customers the best ROI. Identifying which customers pose the greatest opportunity for potential sales will greatly enhance our efforts to help promote your products.

▪ **Competitive advantage (5 min)**

Help our utility members understand why your equipment offers unique features and benefits over similar equipment in the marketplace.

▪ **Case studies/successful installations (5 min)**

Provide credible evidence of the viability of your equipment by detailing 1-2 customer installations. This helps our members visualize where similar applications might exist in *their* service territory. Distribute case studies at the meeting.

▪ **Marketing assistance needed from the Center and its members (5 min)**

Residential, commercial, and industrial utility professionals from US and Canada are in the audience and waiting to hear how they can help you!

1. Do you seek joint customer workshops with the utilities?
2. Do you need co-funding for marketing materials and tradeshow attendance?
3. Have you participated in other successful promotional activities with energy utilities?
4. What other partnerships could help you get your product in front of more customers?

▪ **Contact information (1 slide)**

Include your contact information (Phone/e-mail). These presentations are provided to all of our members after the meeting