CONNECTICUT UPSTREAM PROGRAM - DISTRIBUTOR PERSPECTIVE

Jen Ryan | Shelton Winnelson - A Winwholesale Company
How To Get Started

- Identify One Progressive Distributor To Partner With
- Educate Their Customer Base
  - Counter Days, Trainings, Email Blasts
- Do RFI For Ideas & Solutions From Industry Participants
  - Distributors, Manufacturers, etc.
- Pilot A Program With One Supportive Distributor Where Rebates Are Provided At Point of Sale - Reduce Equipment Price By e.g. $750 Off Of A High Efficiency Boiler
Why It Will Be Successful

- Distributors Own Contractor Relationships = Trust
- Contractors and Distributors Make Equipment Decisions
- Point of Sale Rebates Incent The Right Energy Efficient Decision
- Industry News Spreads FAST!
- Pilot Distributor’s Customers Feel Special - Exclusive
- Every Other Distributor Will Want What They Don’t Have
Keys To Success

- Roll-Out Across All Distributors After Pilot Program
- Cost Reduction On Front-End Expedites Decision to “Go-Ahead” With Heating Upgrades
- Progressive Distributors Will Find Financing Resources To Offer Homeowners Thru Contractor
- Contractor Improves Success Ratio With Cost Saving Solutions For Homeowner
What Contractors Say

- “It’s A No Brainer! Some Jobs Would Never Happen Without The Rebate.”
- “It Has Helped Me Sell Equipment” - High Efficiency Vs Lesser Alternatives
- “It’s A Great Carrot”
- “It Really Helps Close A Sale”
Ripple Effect To Sister Programs

- Upstream Program Has A Spill-Over Impact On Other Energy Programs
  - Oil To Gas Conversions - Upstream Rebate Is A Subset Of 3 Available Rebates
- Incentive Programs Also Benefit From The Increased Awareness
- Loan Programs Help Make Jobs Affordable
- Recommend Other States Try To Educate On Menu Of Programs - Less Segregation
### Marketing Tools

#### Instant Rebates!

**$750**
- Lochinvar Knight XL

**$500**
- Burnham Hydronics
- Daikin altherma
- Triangle Tube
- Buderus
- HTP
- Navien
- Viessmann

**$400**
- A.O. Smith

**$300**
- Buderus
- HTP

**$100**
- A.O. Smith

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Special Pricing Through CT Win Companies! 2012

Ask at the counter or call Sales 203-929-6344

sheltonwinnelson.com
Utility Summary Documents - Make It Simple - Quick Reference Guides

- Volume Of Information Will Be Confusing
- One Page Quick Reference Guides Will Be Critical
- Notate Other Programs That Overlap
- Specify Any Pre-Approvals Required
  - For Contractors To Be On Approved List
  - If Property Owner Needs To Call A Special #
Feel Free To Contact Me

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- Shelton Winnelson (Winwholesale)
- 203-984-6592