



Smart Grid Springboard Services

A new channel to market for your consulting.

No upfront investment — huge potential return for your business.
Sound interesting?

WHY THE NEED FOR A NEW CHANNEL TO MARKET?

Utilities are under pressure to implement the smart grid. They need a fast, easy on-ramp to get up to speed. **But who should they call?**

You have created a business built upon your expertise in electric power. **But how do you get the word out to the 3,300+ utilities in North America?**

Smart Grid Springboard Services solve both of these problems. Utilities get a quick, low-cost way to get started via assessments, diagnostics and roadmaps. You get marketing that pays for itself. GlobalSmartEnergy connects you to qualified clients that pay for a short-term introductory service. That service provides value to the utility while giving your firm the ideal introduction to a potential long-term client.

WHAT ARE SMART GRID SPRINGBOARD SERVICES?

Smart Grid Springboard services are high value consulting services marketed and sold by GlobalSmartEnergy - but executed by our vendor partners. These focused services are targeted to utility companies and are designed to be narrow in scope and more affordable than traditional consulting engagements. Springboard Service reports are usually in the form of **assessments, benchmarks, audits, or diagnostics**. Subject matter can range from security and communications to electric vehicles and meter data management, or other smart grid topics.

For the consulting company is a no risk opportunity to drive sales and long term growth of your company. It's easy to sign up and once approved for the program by GlobalSmartEnergy you simply close the active leads that come your way and go to work. If the customer experience is a good one you can expect repeat or upsell business as well. GlobalSmartEnergy only stays involved in the Springboard services you have signed up to provide.

WHAT DOES GLOBALSMARTENERGY PROVIDE?

GSE leverages the exclusive customer database from its subsidiary company SmartGridNews, the highest ranked and most read news publication in the industry. In addition we have the great reputation and industry reach of the world renown founder, editor, and managing director of SGN, Jesse Berst. GSE has built a robust marketing engine utilizing the broadest reach and the highest visibility in the Smart Grid industry.



When you partner with GSE you get the benefits of these marketing tools:

- **Highly visible web site advertising**
- **Targeted email ad campaigns**
- **Links from and to other related web sites**
- **Social networking promotion**
- **Blogs and forums**
- **Web-based seminars**
- **Personal referrals and more**

GSE works closely with its vendor partners to design, package, and promote individual or multiple Springboard Services matching partner expertise with the most requested needs of utility clients.

WHAT WILL YOU PROVIDE?

Our vendor partners provide the expertise and execution of the Springboard Service that fits you best. We will work with you to close the sale and then you will perform the consulting service, deliver the final report, ensure that the customer is satisfied and move on to the next engagement. Pre-determined service pricing takes the negotiation component out of the process.

As the Springboard Services partner you will follow a standardized GSE statement-of-work for the service and agree to provide the services per the contract. As you likely already do you will agree to honor a satisfaction-guaranteed warranty to ensure that the highest standards are maintained for the Springboard Services.

HOW DO SPRINGBOARD SERVICES BENEFIT YOUR BUSINESS?

The Springboard program is an ideal complement, or replacement, to your existing sales and marketing efforts. We are a reseller for you. Direct benefits for you include:

- **Get your company exposed** to thousands of potential customers
- **Increase your pipeline of business** immediately
- **Create a sustained stream of revenue** to help grow your business
- **Get a foot in the door** to demonstrate your value-add so you can upsell and cross-sell additional services

WHAT IS THE COST TO YOU?

As a reseller working for you GSE only takes a commission on Springboard services at the time of delivery. We only get paid when you do.

Contact us today for a copy of the Vendor Terms and Conditions document including commission rates and program participation requirements. Don't hesitate taking advantage of this great no-risk opportunity.

SPRING INTO ACTION TODAY

Learn more about the Smart Grid Springboard Services program at www.globalsmartenergy.com today. Send an email to Services@GlobalSmartEnergy.com and request a copy of the the Vendor Terms and Conditions document, or to schedule a discussion.

