

# **EXPANSION** *Playbook*



*Energy*

EDITION

# OPPORTUNITY

## Expansion

It's that time again! Stream Energy is expanding to a new state, and that means big opportunity for your business. How will you leverage it? Our advice: Start with this playbook. Use it as a guide for getting in on the ground floor of a brand-new market.

Take full advantage of the information here and get to work!

**Delaware, Illinois and introducing...Ohio!**



**7.2 MILLION**  
Eligible Meters

Name

Date

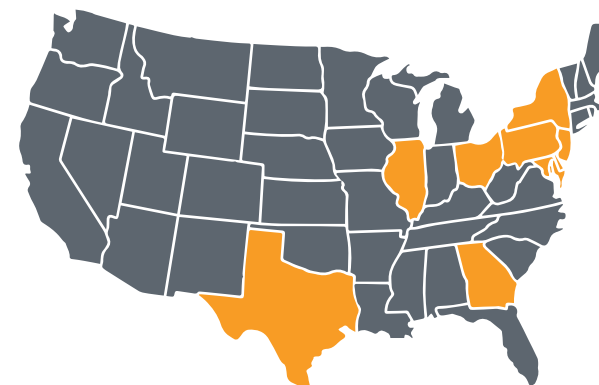
## STREAM SERVICES

Wireless, Protective and Home available nationwide



-  Electric
-  Gas
-  Wireless
-  Protective
-  Home

Electric and/or gas available in these states



-  Electric
-  Gas
-  Wireless
-  Protective
-  Home

## NEXT STOP: THE BUCKEYE STATE



**4.2 MILLION**  
Eligible Meters

AEP

**1.3M METERS**

First Energy

**1.8M METERS**

Duke

**628K METERS**

Dayton

**458K METERS**

### *Fun Facts*



**CLEVELAND WAS THE FIRST CITY WITH ELECTRIC LIGHT**

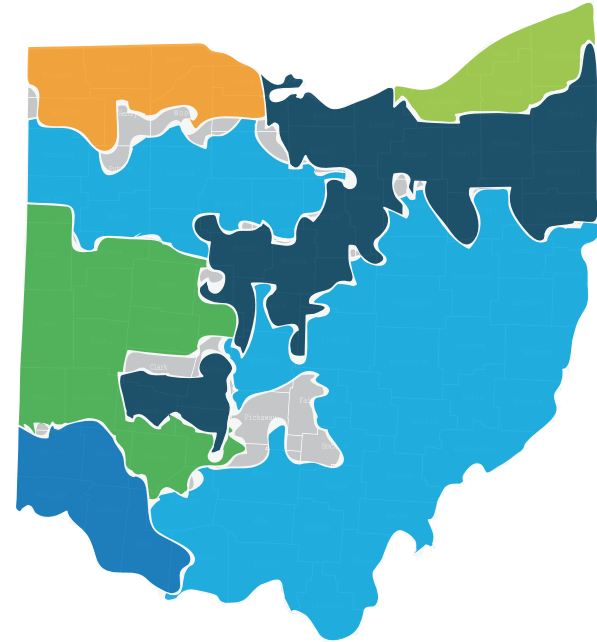


**BIRTH PLACE OF THOMAS EDISON**



**HOME OF THE FIRST STREET LIGHT**

## OHIO TERRITORIES



## 6 Territories

-  Ohio AEP (American Electric Power)
-  Duke Energy Ohio
-  First Energy: Ohio Edison
-  First Energy: Toledo Edison
-  First Energy: The Illuminating Company
-  Dayton Power & Light

## Service

-  Residential Electricity

## DELAWARE TERRITORY



**278 THOUSAND**  
Eligible Meters

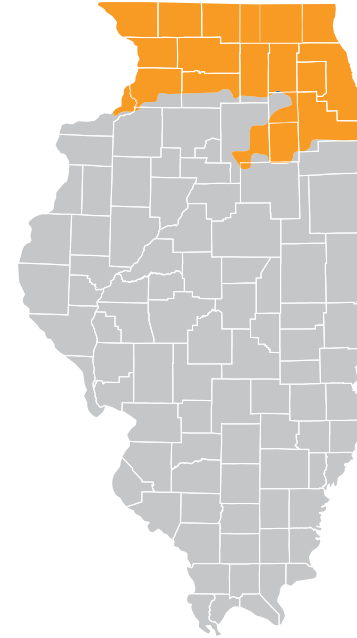
### 1 Territory

Delmarva Delaware

### Service

✓ Residential Electricity

## ILLINOIS TERRITORY



**2.7 MILLION**  
Eligible Meters

### 1 Territory

Commonwealth Edison

### Service

✓ Residential Electricity

# NEW MARKET INFO

|                                                                                               | OHIO                                        |                                             |                                            |                                             | DELAWARE                                    | ILLINOIS                                    |
|-----------------------------------------------------------------------------------------------|---------------------------------------------|---------------------------------------------|--------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|
|                                                                                               | AEP                                         | First Energy                                | Duke                                       | Dayton                                      | Delmarva                                    | ComEd                                       |
| Eligible meters                                                                               | 1.3M                                        | 1.8M                                        | 628K                                       | 458K                                        | 278K                                        | 2.7M                                        |
| Establish service with the utility company first? (new, switching customers only)             | ✓                                           | ✓                                           | ✓                                          | ✓                                           | ✓                                           | ✓                                           |
| Switch to Stream immediately once receiving an account number (new, switching customers only) | ✓                                           | ✓                                           | ✓                                          | ✓                                           | ✓                                           | ✓                                           |
| Switching window                                                                              | 12 days<br>FIRST-IN                         | 12 days<br>FIRST-IN                         | 12 days<br>FIRST-IN                        | 12 days<br>FIRST-IN                         | 15 days<br>LAST-IN                          | 18 days<br>LAST-IN                          |
| Account numbers                                                                               | 17-digit<br>SERVICE DELIVERY<br>ID NUMBER   | 20-digit<br>CUSTOMER<br>NUMBER              | First 10 digits<br>OF ACCOUNT<br>NUMBER    | 10-digit<br>ACCOUNT<br>NUMBER               | 22-digit<br>SERVICE<br>NUMBER               | 10-digit<br>ACCOUNT<br>NUMBER               |
| Budget billing                                                                                | Calculated and<br>maintained by<br>supplier | Calculated and<br>maintained by<br>supplier | Calculated and<br>maintained by<br>utility | Calculated and<br>maintained by<br>supplier | Calculated and<br>maintained by<br>supplier | Calculated and<br>maintained by<br>supplier |
| Dual billing                                                                                  | ✗                                           | ✗                                           | ✗                                          | ✗                                           | ✗                                           | ✗                                           |
| Co-generation customers                                                                       | ✗                                           | ✗                                           | ✗                                          | ✗                                           | ✓                                           | ✓                                           |
| Percentage of Income Payment Plan (PIPP) customers                                            | ✗                                           | ✗                                           | ✗                                          | ✗                                           | ✗                                           | ✓                                           |
| Customers on other assistance programs (LIHEAP, LIURP, MEAF, Smart Saver rebates)             | ✓                                           | ✓                                           | ✓                                          | ✓                                           | ✓                                           | ✓                                           |

# RATE COMPARISONS

## Ohio

**AEP Ohio:** <https://www.aepohio.com/account/service/choice/residential/FAQ.aspx>

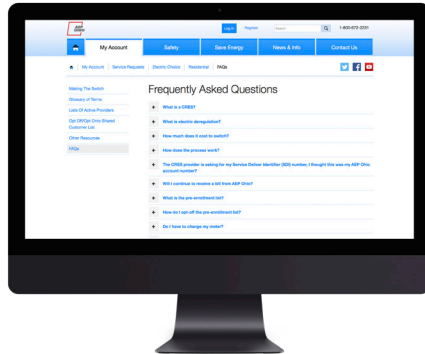
**Dayton Power & Light:** <https://www.dpandl.com/customer-service/account-center/understand-your-bill/electric-choice-overview/comparing-energy-prices/>

**Duke:** <https://www.duke-energy.com/home/products/ohio-customer-choice/electric/price-to-compare>

**FE Ohio Edison:** [https://www.firstenergycorp.com/customer\\_choice/ohio/shopping\\_for\\_electricity.html](https://www.firstenergycorp.com/customer_choice/ohio/shopping_for_electricity.html)

**FE Toledo Edison:** [https://www.firstenergycorp.com/customer\\_choice/ohio/shopping\\_for\\_electricity.html](https://www.firstenergycorp.com/customer_choice/ohio/shopping_for_electricity.html)

**FE Illuminating Company:** [https://www.firstenergycorp.com/customer\\_choice/ohio/shopping\\_for\\_electricity.html](https://www.firstenergycorp.com/customer_choice/ohio/shopping_for_electricity.html)



## Delaware

**Delmarva DE:** <https://www.delmarva.com/MyAccount/MyService/Pages/DE/PricetoCompare.aspx>

## Illinois

**ComEd IL:** <https://www.comed.com/Pages/default.aspx>

**Remember:** Always use a current bill to compare rates. We compete with the utility in each territory!

# NEED TO KNOW

## When Do You Get Paid?

MEI is paid out when your customer pays their bill in full.

## Don't Forget the Badge

You are required to wear your badge when selling Stream Energy. Find, download and print a badge for your state in Power Center.



|       |  |
|-------|--|
| STATE |  |
| PLAN  |  |
| RATE  |  |

|       |  |
|-------|--|
| STATE |  |
| PLAN  |  |
| RATE  |  |

|       |  |
|-------|--|
| STATE |  |
| PLAN  |  |
| RATE  |  |

# LAUNCH

## Playbook

### SECTION OVERVIEW

## PLAN

ONE

## SHARE

TWO

## MANAGE

THREE

## GROW

FOUR

## PLAN

### Plan Your Work. Work Your Plan.

Don't wait until after an Energy Services expansion to jumpstart your business in a new state! Swing into action early to get a head start and prep for success. This isn't the time to wing it. Make a plan and stick to it.



### Build Your List

First: Write down your list of contacts. Don't rely on memory. Ready to make your list? Think FRANK. Write your list on the FRANK activity page.



### Plug In

When a prospect asks, "What do I need to do next?" always be ready with an answer. Know when and where the next presentation will be.



### Work Your List

Memorize a simple script to use with prospects and figure out how many calls you need to make to get to your next "yes."



### Get Referrals

Cast a wider net. Ask all your prospects for referrals. Maybe they know someone in Ohio?

### PRO TIP

Energy Services will be in Ohio soon, but the rest of our service lineup is already available! You could be signing up customers and growing your team right now.



# YOUR FRANK LIST

Write the names of 20 people you know who you can talk to about joining Stream, then start contacting them this week. Your brighter future is within reach!

**F** FRIENDS      **R** RELATIVES      **A** ASSOCIATES      **N** NEIGHBORS      **K** KID CONTACTS

|           |           |
|-----------|-----------|
| 1. _____  | 11. _____ |
| 2. _____  | 12. _____ |
| 3. _____  | 13. _____ |
| 4. _____  | 14. _____ |
| 5. _____  | 15. _____ |
| 6. _____  | 16. _____ |
| 7. _____  | 17. _____ |
| 8. _____  | 18. _____ |
| 9. _____  | 19. _____ |
| 10. _____ | 20. _____ |

# WHAT ARE YOU MADE OF?

Everyone takes a different approach to their Stream business, but one thing remains the same: Your levels of commitment and activity will have a significant impact on how far you go, and how fast, in a new market.

## My Commitment Level

Which one are you?

### NON-TRAVELER

- 🔥 Phone calls
- 🔥 Social sharing
- 🔥 Share webinar
- 🔥 Build local, grow global

### OCCASIONAL TRAVELER

- 🔥 Phone calls
- 🔥 Social sharing
- 🔥 Pre-plan new territory trips
- 🔥 Attend Ohio Business Presentations with guests
- 🔥 Face-to-face (1-on-1's, 2-on-1's and 3-ways)
- 🔥 Contact your local team and schedule appointments

### EXTENDED TRAVELER

- 🔥 Phone calls
- 🔥 Social sharing
- 🔥 Ohio networking events
- 🔥 Attend Ohio Business Presentations with guests
- 🔥 Face-to-face (1-on-1's, 2-on-1's and 3-ways)
- 🔥 Contact your local team and schedule appointments
- 🔥 Home socials

# ACTIVITY CALENDAR

## Ignition 2018 – Stream University Live - Ohio Launch Celebration (5/5)

There's plenty to do to keep you busy between now and the Ohio Launch Celebration. Use this calendar to plan and prep for our next expansion.



### Ignition



### Live Training Webinars

**April 10** - Expansion Playbook: Plan - 30 Min

**April 11** - Expansion Playbook: Share - 30 Min

**April 12** - Expansion Playbook: Manage - 30 Min

**April 13** - Expansion Playbook: Grow - 30 Min



### Top Leader Meeting + Business Presentation

**Tuesdays** - Columbus

**Thursdays** - Cleveland



### Customer Enrollment Begins



### Stream University Live - Ohio Launch Celebration

## Launch Plan Details

**Visit:** [currents.mystream.com/2018/ohio-launch-plan](https://currents.mystream.com/2018/ohio-launch-plan)

## APRIL 2018

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------|--------|---------|-----------|----------|--------|----------|
| 1      | 2      | 3       | 4         | 5        | 6      | 7        |
| 8      | 9      | 10      | 11        | 12       | 13     | 14       |
| 15     | 16     | 17      | 18        | 19       | 20     | 21       |
| 22     | 23     | 24      | 25        | 26       | 27     | 28       |
| 29     | 30     |         |           |          |        |          |

## MAY 2018

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------|--------|---------|-----------|----------|--------|----------|
|        |        | 1       | 2         | 3        | 4      | 5        |
| 6      | 7      | 8       | 9         | 10       | 11     | 12       |
| 13     | 14     | 15      | 16        | 17       | 18     | 19       |
| 20     | 21     | 22      | 23        | 24       | 25     | 26       |
| 27     | 28     | 29      | 30        | 31       |        |          |

# SHARE

Let's dive deeper into your game plan. Three key components will drive your success: Sharing, managing and growing.

**Golden Rule #1:** Everything starts with your \_\_\_\_\_.

When you're ready to start sharing Stream:

- ✓ Start with your FRANK list.
- ✓ Build an A team. Reach out to successful, influential prospects first.
- ✓ Never prejudge someone's interest.
- ✓ Qualify your customers.



## Social Media

Use social media to invite people to learn more about Stream. It doesn't get much easier!

**Graphics:** Your Power Center is filled with handy, sharable graphics you can easily post to Facebook, Instagram, etc. to grab attention and spread the word.

**Downloadable Flyers:** Grab the flyers from your Power Center and share them on social. You can even print them out to share in person.

**Homesite:** Share your Homesite link to give prospects the full Stream picture.

**Videos:** Our video library is full of powerful prospecting tools for customers and Associates, easily sharable on social.

## STATS

In 2015, Facebook influenced 52% of consumer's online and offline purchases.  
**The Drum**

Visual content is 40x more likely to get shared than other types of content.  
**Hubspot**

# SHARE



## Networking

Get out and meet people! You'll be surprised how quickly your list grows.

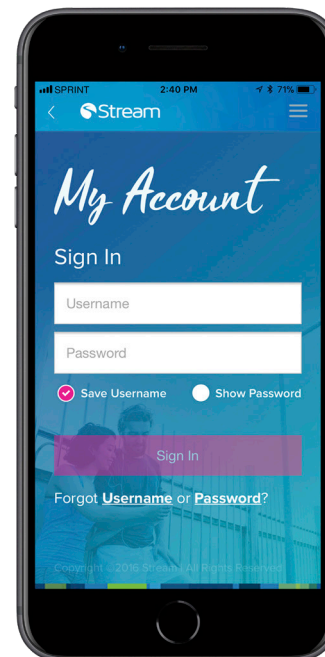
- ✓ Prepare a 30 second pitch for networking meetings.
- ✓ You know what they say: Birds of a feather flock together. Find your niche and the group that's right for you.



## Call Scripts

Nervous about making those phone calls? Don't sweat it. Follow this outline to craft a simple call script.

1. Introduce yourself.
2. Ask for a few minutes of their time to chat.
3. Give your reason for calling: to talk to them about Stream.
4. Ask if they'd like to learn more.
5. Pitch it!



## My Stream Connect

- ✓ Build your business on-the-go
- ✓ Create the Fast Path enrollment for your customers
- ✓ Links shared from the app are tied to your Associate ID

## Download today

Search "My Stream Connect"



# MANAGE

If you regularly work your list, you'll be able to tell about how many calls it takes to land a "yes." Collect and manage that data to set—and reach!—your goals.

Download the **Stream Success Card** from your Power Center to keep track of all your weekly goals and progress: meetings set, referrals, new contacts, enrollments and more.

*Dig through the dirt  
and **find diamonds**.*



Make phone calls everyday and use the app to share Stream via Facebook each week.

*How many phone calls are you making daily?*



Follow up with your yes's and maybe's with more info.

*How many people do you follow up with?*



Invite your yes's and maybe's to Business Presentations.

*How many guests do you show the BP weekly?*



Enroll your BP guests as new Associates.

*How many of your guests enroll as new Associates?*

**YOUR  
ACTIVITY**

**PHONE CALLS**

**FOLLOW UPS**

**BP GUESTS**

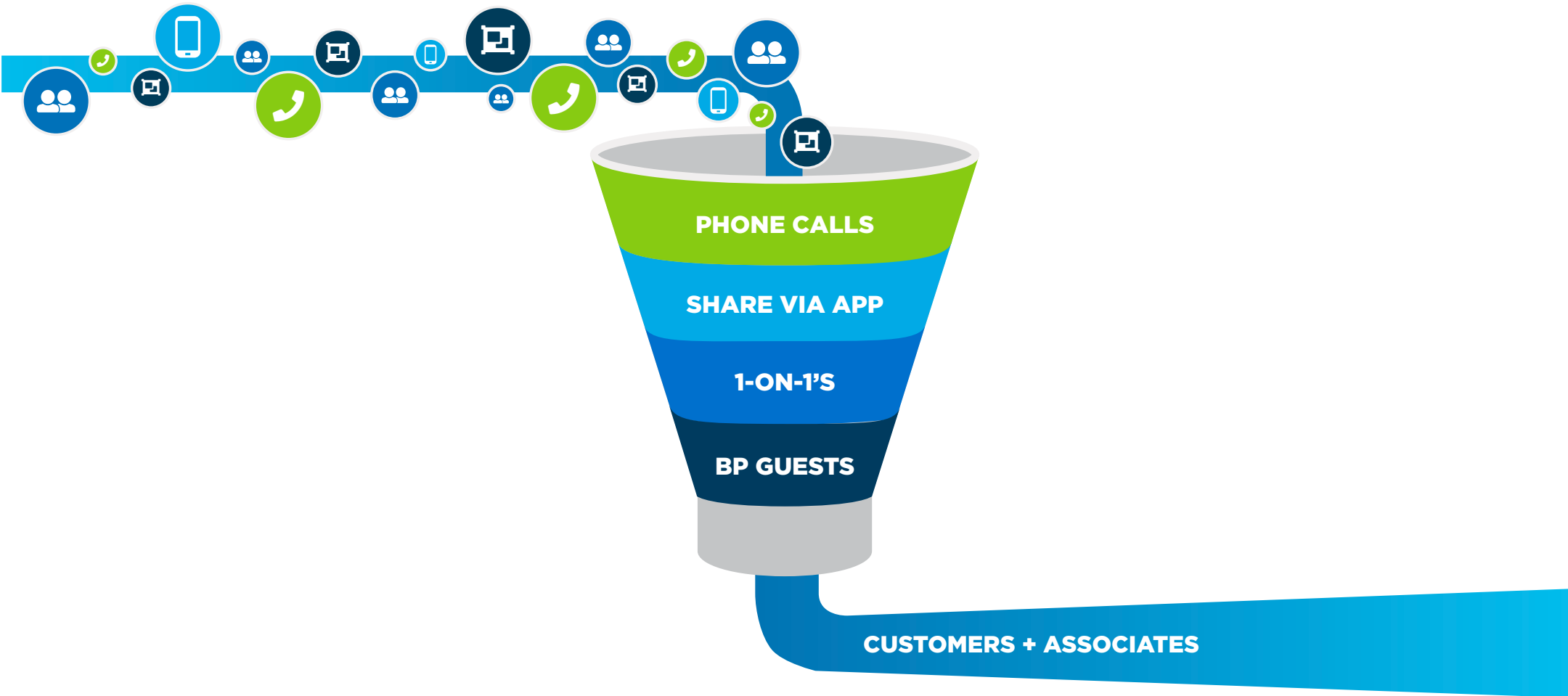
**NEW ASSOCIATES**

*Start tracking today to understand your  
number of calls to sign-up ratio.*

# WHAT ARE YOU MADE OF?

## My Activity Level

What are you putting into your business? Set goals, take action, see results.



# GROW

A strong, active team is your surest means of success. Grow an engaged downline and you're all set. Here's how you could close the deal:

## First Exposure

- ✓ Email/text a video link
- ✓ 1-on-1's
- ✓ Share via app
- ✓ Home socials
- ✓ 3-way calls
- ✓ Webinars

## Follow-up

- ✓ Email/text a video link
- ✓ 1-on-1's
- ✓ Share via app
- ✓ Home socials
- ✓ Webinars

## Live Business Presentation

- ✓ Home socials
- ✓ Hotel presentations
- ✓ Stream Events

# YOU & 2



And remember: **Duplicate!**

1. Enroll your new Associate in the Stream Opportunity.
2. Get them trained on business basics using the Power Center video library.
3. Help them complete their first You & 2 to get qualified and earn their first check.
4. Repeat! Create a cycle of duplication by following these steps with your next new Associate.



## NEXT STEPS AFTER IGNITION 2018

You've got the game plan. Now, put it into action!

1

## Make your plan.

# 2

## Build your list.

# 3

**Plug in to training webinars  
beginning Tuesday, April 10.**

## NOTES



- 







*Follow us*   

**@mystreamsocial**

Calling should only be to those with whom you have existing relationships including but not limited to friends, family, religious and/or association members, etc. Cold calling and “telemarketing” are not permitted.