



BROKER ONLINE EXCHANGE

# 8 Quick Tips to Streamline Energy Sales & Grow Your Firm

A Guide for Energy Brokers  
Ready to Start or Grow a Firm



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# Introduction

The booming deregulated energy market has welcomed thousands of energy brokers and brokerages throughout North America.

While this is great for the industry, for the brokers it means **competition is constantly growing**. Technology is changing. Standards are transforming. Business practices that were successful a few years ago might fail in the market today.

More than ever you need to **streamline your business** to succeed. You can't lose time on superfluous paperwork or phone calls when you should be out selling energy. Your business depends on it.

In this eBook, we're going to cover some **modern best practices for energy brokers** that will allow you to **streamline your business to maximize sales and growth**.





# 1. Put the 'Choice' into Energy Choice



Offering more suppliers is the simplest way to help your sales. More suppliers means you get more competitive rates, and you can pass better prices down to your prospects.

But having many suppliers isn't just about better pricing: it also gives your clients more choices. Energy deregulation is all about choice, and having a multitude of options really hits that home.

Choices also instill confidence in consumers. When people see more choices they're more confident that they're getting the best bang for their buck.

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**Energy Deregulation  
is all about choice.**  
Don't shortchange clients  
by limiting your suppliers.







## 2. Leverage Your Suppliers' Brand Names



Having more options is great, but it's not the only way to leverage your suppliers for more sales. You can also **piggyback off big-name suppliers' branding** to earn more trust from prospects and clients.

Let's say a major supplier regularly advertises on television, radio, in the newspapers—wherever. When prospects see that brand on your pricing sheets, it **instills confidence** in you. It shows you're the real deal.

Keep in mind that you don't need to sell them the biggest suppliers—just because they're big doesn't mean they have the most beneficial deal—but having them around can help you gain more trust from prospects.







# 3. Streamline Pricing Aggregation





One of the most time-consuming tasks for many energy brokers is **obtaining up-to-date rates** from suppliers. It can take hours of your day – hours better spent making sales.

If you have multiple suppliers, you're losing valuable time getting up-to-date pricing.

So how do you get this time back? Look for a technology that will do pricing for you.

You should have **instant access to rates from all your suppliers**, so you can spend your time selling the energy, not updating spreadsheets.





# 4.

## Contract Automation





Manually creating contracts is not only time-consuming, it's an error-prone task.

**Automation** is the key for expediting this process.

There are a few contract generating programs available out there, but most are generic – designed for any industry or business – so you can't guarantee they'll meet the requirements of energy brokers or your local regulations.

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Use caution with generic technology.  
**The wrong technology can slam the brakes on your sales.**

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Long story short: make sure the program doesn't just make contracts—make sure it makes contracts suitable for deregulated energy sales.





# 5. Simplify the Closing Process





Let's say you finally convince a prospect about the benefits of deregulated energy. And you've found a great rate that your prospect certainly cannot refuse.

Can you close the deal quickly and easily enough that they won't just say, "forget it"?

One of the final hurdles when selling deregulated energy is **closing the deal**. If the process is too complex or if it takes too long, your prospect might just change his or her mind.

Automating your contract creation is a great first step – this will reduce revisions and corrections that can turn a prospect off.

But you can do even more to streamline the closing process. Rather than make your prospects physically sign a document then fax/copy/scan it, you can let them sign digitally. Services like **DocuSign** allow customers to sign online in seconds. They can **review the contract, sign** and **receive a copy** in a fraction of the time.

Not only does it make the process easier, it creates fewer opportunities for your prospect to abandon your deal.







## 6. Expanding into New Markets





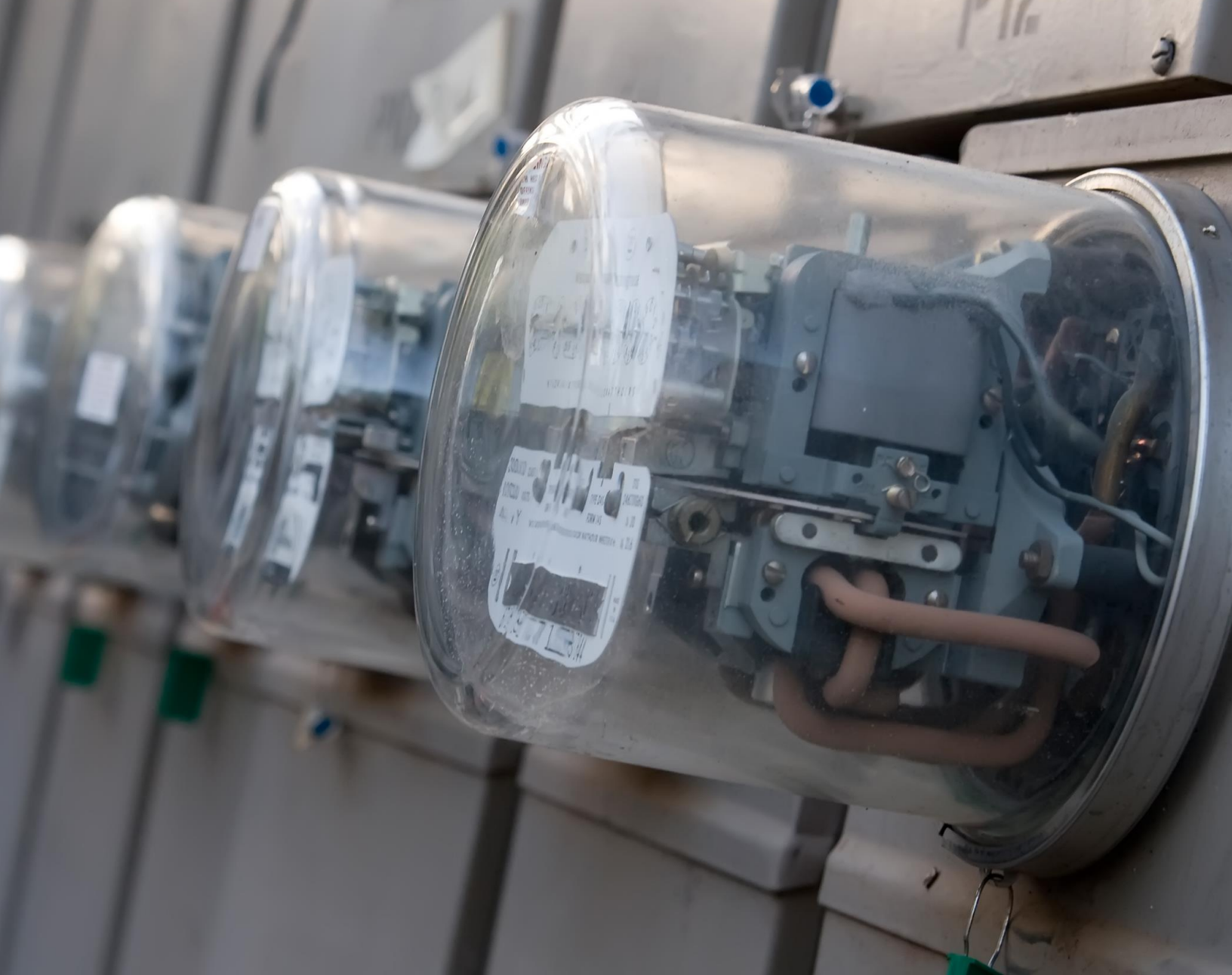
As you grow your firm, you should consider **expanding into new territories**. But this can be a lengthy and costly process.

You'll need to **develop relationships** with local suppliers. You'll need to **get licensing** for your salespeople. It all adds up to a much bigger investment than you'd expect.

This is where a solid energy partnership makes sense. If done correctly, your team can **piggy-back off the partner's licensing** so you can expand quickly.

You can also **inherit their existing supplier relationships** so you're ready to sell in a new market in hours, not months.





# 7.

## Flexible Payment Plans for Business Needs





As your company grows, your financial requirements will change.

During times of strong growth, you might need more **upfront payment plans** to keep your cash flowing. During steadier times, **a residual payment plan** with a better split might be a better fit.

Make sure you have the right relationships with suppliers who offer the payment terms you need.

Don't get caught scrambling for a supplier that suits your current business requirements when it's too late.





# 8. Strategic Partnerships





There are a variety of energy partnerships available to energy brokers. They offer access to multiple suppliers, special pricing or software to help you close deals faster.

When choosing a partnership, make sure you understand their **pricing terms, the company** and **their procedures**.

Some questions you might ask:

- Are they **affiliated with a supplier** or are they completely independent?
- Does your potential partner sell energy direct to consumers? That is, **are they also a competitor?**
- How does their pricing work? Do they earn **commissions** even when you don't?
- Are their motivations **aligned with your company's interests** or are they completely independent from you?



For example, some energy partnership programs inflate your pricing to ensure they make a profit. That might sound okay at first—you don't have to think about it, after all—but it can catch up to you.

For example, even if you must take a hit to close a sale, your **“partner” still wins big**. Now that suddenly doesn't sound like a great partnership...

It also means you never have accurate, raw pricing so you're not necessarily offering your clients **the best rates**. Plus, how would you really know your **pricing is competitive?**

In short, the key is **transparency**. You should always know where you stand with your partner and fully comprehend your relationship with them.





# Conclusion

Growth starts with your day-to-day practices.

Deregulated energy is still a relatively new industry. Buyers are unsure of its benefits and untrusting of brokers. That's why **building confidence** is essential for your day-to-day sales strategy. Having access to several suppliers gives you this freedom.

But you also need **the technology to create and close deals quickly**. Time is a commodity in the 21<sup>st</sup> Century – once someone feels you're wasting time, you'll probably lose the sale. So make sure your technology lets you get pricing, create contracts and close the deal before your prospect says, "forget it."

Once you've streamlined your day-to-day, **expanding operations** will be simple if you have the right measures in place. A partnership will help you expand into new territories with ease, saving you huge investments in both capital and time. And a solid partnership should give you **payment flexibility** you need when you need it.

# A Partner You Can Trust

At Broker Online Exchange, our business is to help energy brokers grow their business. That's why we offer our broker-partners access to **more suppliers** and **more upfront payment plans** than any other broker network.

With BOX, you get:

- Access to **75+ top suppliers** in all deregulated markets.
- The ability to **piggyback off our licensing** in all markets.
- **Instant supplier pricing** with our My Service Cloud Platform.
- **Automated contract creation** with My Service Cloud.
- **DocuSign integration** to expedite the closing process.
- **Upfront or residual payment plans** from all suppliers.

Most importantly, we're a true business partner for energy brokers. We're not your competitor. We're not owned by a supplier that has its own motives. And we don't win when you lose.

We are a partner, which means **we only succeed when you do too.**

**Partner with BOX Today**