

Best Practice

Natural Gas: an untapped revenue stream

Natural gas is often a non-subject when talking with a client or prospect. After all, its savings and revenue potential pales in comparison to that of electricity. However, if you consider the indirect benefits of selling natural gas, you'll come to think of it as a valuable tool. Here are the reasons to talk more about natural gas:

- ✓ **Additional Savings:** You may be renewing your electricity customer at the same rate or a rate slightly higher than his last contract. Natural gas offers an opportunity to save your customer money to help offset your latest electricity proposal.
- ✓ **Another Touch:** Haven't talked with your client lately? Looking for a way to touch base and bring a savings proposition midway through a long-term contract? Natural gas offers you a quick and easy way to bring meaningful value to a customer you haven't connected with in months.
- ✓ **Competitive Bid/Leverage:** Often, we are faced with a competitive bid on the electricity side. More times than not, we're bidding against a less experienced broker. If electricity is the prized account, utilize natural gas as a 'loss leader' to sweeten the proposal. Reduce your margin on the natural gas bid to win the business. Often, just by offering natural gas gives you more credibility and a leg up.
- ✓ **Additional Revenue Stream:** Natural gas pays residually and only after the customer pays his first bill. It's a high volume, low margin product. However, if there was \$20 on the ground, would you pick it up? Of course you would! Natural gas offers an opportunity to build a monthly residual base, reliably and safely.