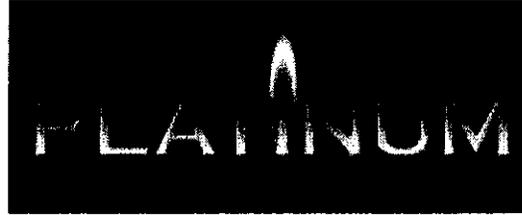
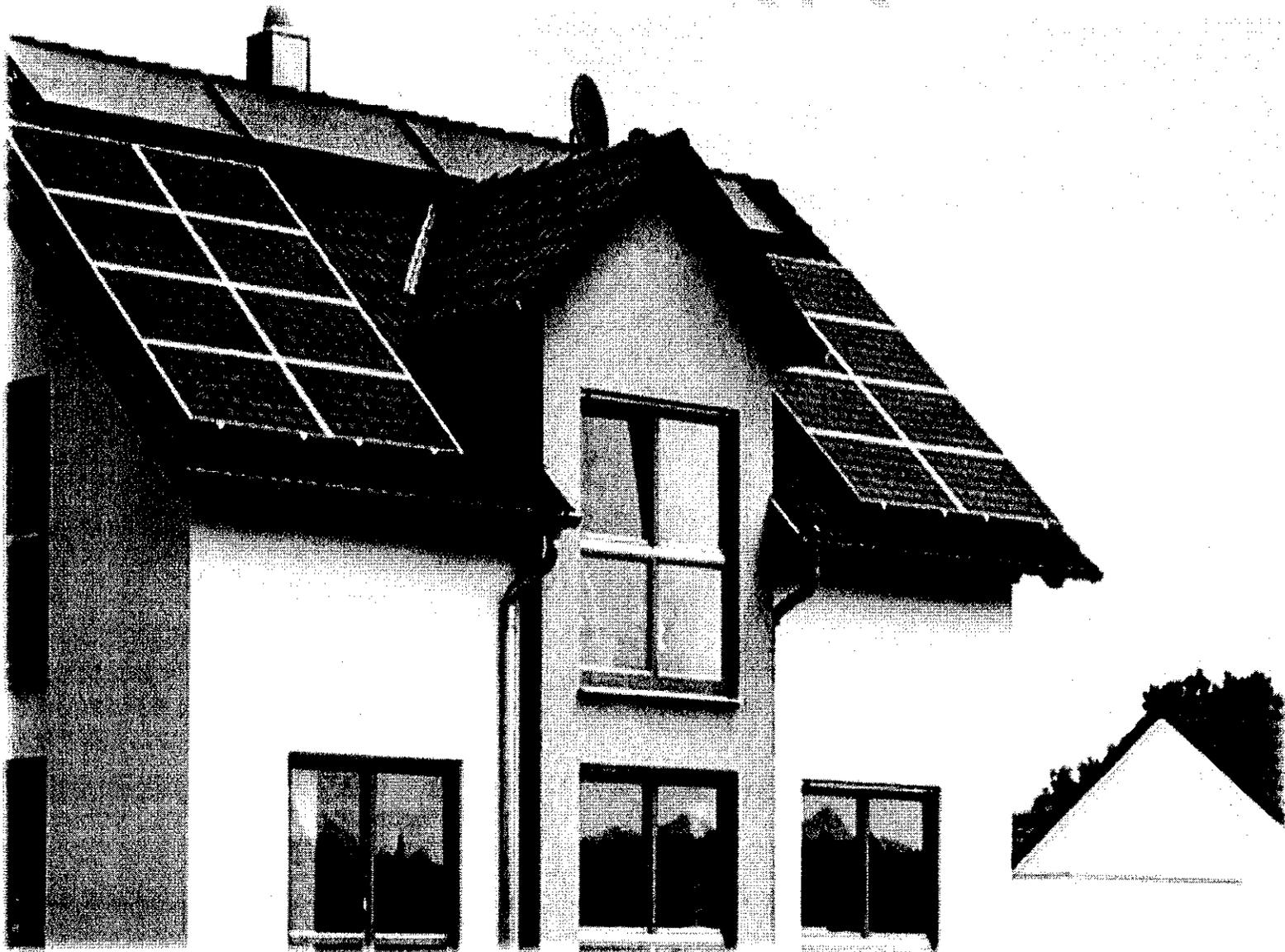


Attachement B



# INDEPENDENT CONTRACTOR MANUAL

STISING



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# Your Opportunity Is Knocking!

## Welcome Aboard

Welcome to Platinum Advertising! We are excited to share this opportunity in the ever growing energy industry with you. Platinum is and has been a top leader in the deregulated energy industry. Our company has designed a marketing strategy that is straightforward and positive.

In the past, public utility companies have operated as monopolies. One company was responsible for providing all aspects of your energy service including, generation, delivery, billing and customer service and support. Yet in the last few years, the energy industry has become deregulated. What is deregulation? Deregulation puts the choice of energy supply in the hands of the consumer. The customer's utility company will continue to deliver the energy and provide customer support. The one difference lies in the consumer's ability to maintain a protected supply rate while budgeting their monthly utility expenses.

Platinum's goal is to capitalize on the booming deregulated energy markets. Our partner energy suppliers' price protection and variable rate contracts offer real value in changing economic conditions. Energy is a great product to offer because of its universal demand. Everyone uses it, needs it, and therefore would like the power to control their monthly utility bill. This energy demand is on the rise around the country and is opening doors to competition.

Platinum does not go searching for successful Independent Sales Contractors, but helps shape and create them. There is an instinctual salesman in each of us, and Platinum helps build on this. We provide an open opportunity for our Independent Contractors to control their income and their lifestyle. If you are willing to put in the hard work, time, and dedication, you can and will be successful. As an Independent Sales Contractor you are in charge and have complete control over your work. You will dictate how your work is to be completed. Their partnership with Platinum, as a commission based Independent Sales Contractor, means an endless opportunity of earning potential. In this sales driven industry, the focus is on opportunity and advancement, all while providing in demand services for others and helping the environment. If you are ready to take on this opportunity, be prepared for success!



***“Success always comes when  
Preparation meets opportunity.”***

***— Henry Hartman***

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# Deregulation

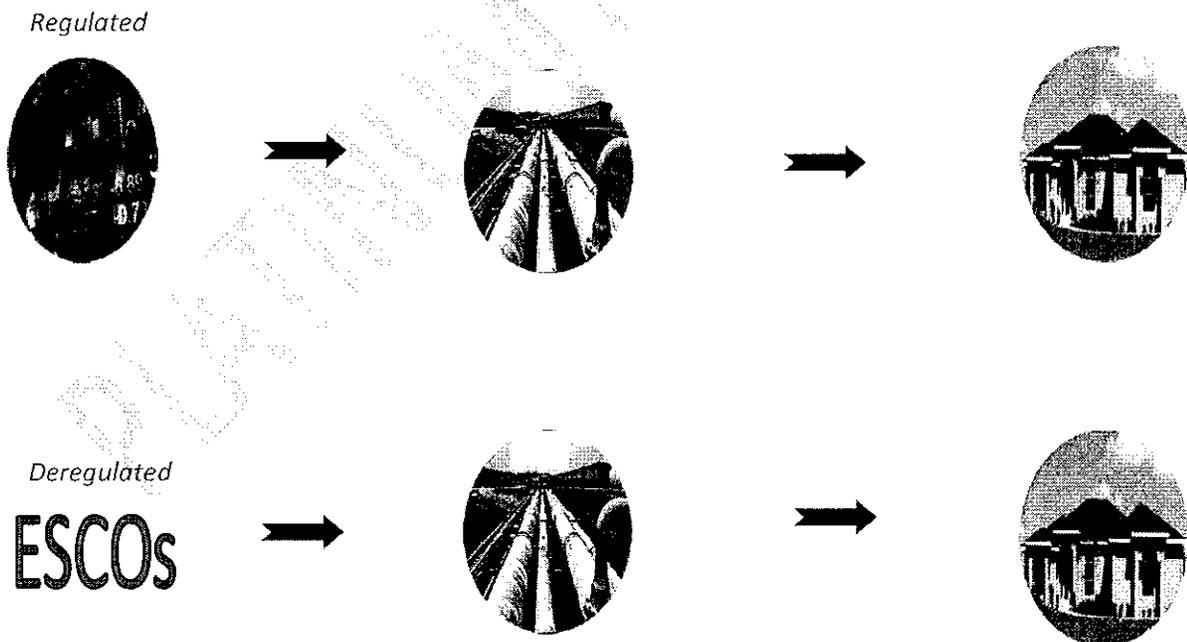
## What is Deregulation?

In the past, one utility provided the three components of your energy service: generation, transmission and distribution. Legislatures and the public utility commissions of many states have created competition for electricity and natural gas supply. This allows consumers to choose their energy supplier, while the delivery of the energy is still regulated and is the responsibility of the local utility company.

### Under Deregulated Markets:

- You can go direct and choose the company that produces energy, or the company who buys it on your behalf to sell to you.
- There is flexibility to create an energy strategy that suits your individual needs.
- The reliability of transmission and distribution is guaranteed and regulated by the PUC.
- Price protection from market volatility and rising costs is possible.
- There are potential savings including tax savings in some markets.

## Comparing Regulated and Deregulated Energy Markets



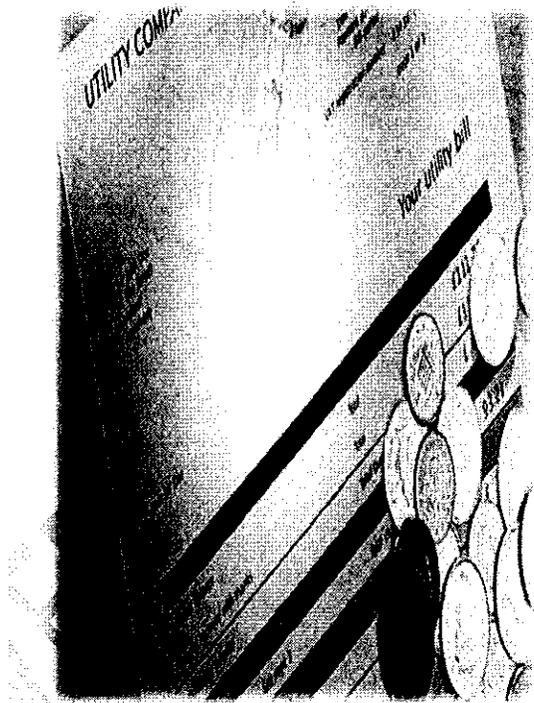
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## What Affects the Price of Energy?

The cost to generate electricity actually varies minute-by-minute. Throughout a single day, the wholesale price of electricity on the electric power grid reflects the real-time demand for electricity. Demand is usually highest in the afternoon and early evening when usage is at a peak (so called “on-peak” hours) which means prices are higher at these times. However, most consumers pay rates based on the seasonal average price of electricity so they do not experience these price fluctuations.

Energy production and use are sensitive to changes in the climate. For example, increasing temperatures will reduce consumption of energy for heating but increase energy used for cooling buildings. The implications of climate change for energy supply are less clear than for energy demand. Climate change effects on energy supply and demand will depend not only on climatic factors, but also on patterns of economic growth, land use, population growth and distribution, technological change and social and cultural trends that shape individual and institutional actions.



### Energy Use

Changes in temperature due to climate change could affect our demand for energy. For example, rising air temperatures will likely lead to substantial increases in energy demand for air conditioning in most North American cities (IPCC, 2007). On the other hand, energy needed for space-heating may decrease. The net effects of these changes on energy production, use and utility bills, will vary by region and by season.

There may also be changes in energy consumed for other climate-sensitive processes, such as pumping water for irrigation in agriculture. Rising temperatures and associated increases in evaporation may increase energy needs for irrigation, particularly in dry regions across the Western U.S.

Depending on the magnitude of these possible energy consumption changes, it may be necessary to consider changes in energy supply or conservation practices to balance demand. Many other factors (e.g., population

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## Products Offered

### Price Protection Plans

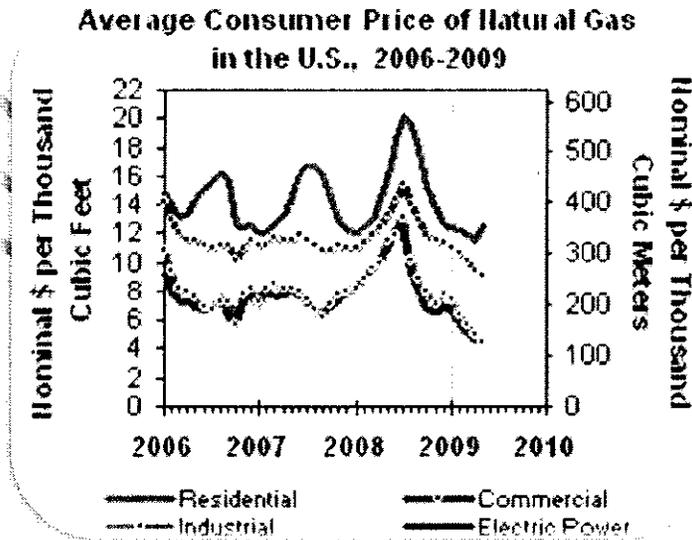
Price Protection plans guarantee a fixed rate for a specific period of time. The price is set when the contract is signed and does not change throughout the entire term of the contract. Due to the volatility of the market, price protection plans offer customers stability by giving them the option of locking in their rate.

Price Protection allows the customer to budget their monthly utility expenses. Electricity and gas rates change daily, so what you pay today will not be the rate you pay tomorrow. With price protection plans cost changes never affect the customer. There are never unanticipated charges or increases for the entirety of the agreement.

### Variable Rate Plans

In Variable Rate plans the customer's energy rate will change on a month to month basis, reflecting changes in the market. The customer is not required to lock into a contract with variable rate plans, but do not receive the benefits of protection against market fluctuations. The customer can choose to switch over to a fixed rate plan at any time for no charge.

The prices in variable rate plans reflect changes in the market. This plan is generally what the customer has been experiencing with their utility company, and there is no guarantee that the customer will save money on this plan.



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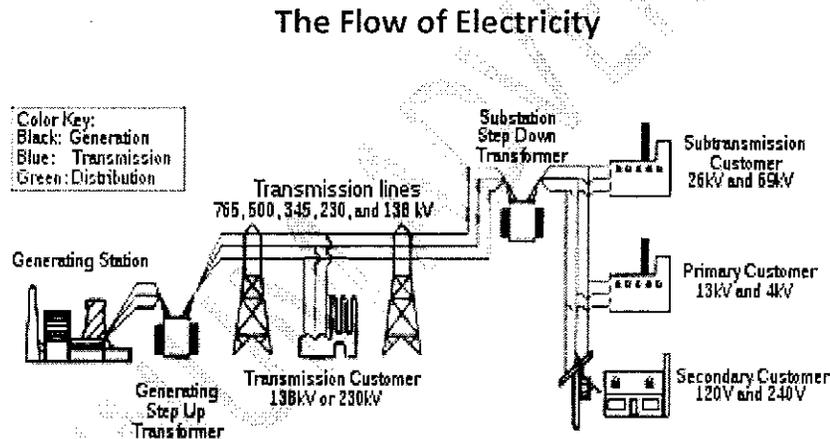
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# Electricity

## What is Electricity?

Electricity is present everywhere in our lives. Electricity lights up our homes, cooks our food, powers our computers, television sets, and other electronic devices. Electricity from batteries keeps our cars running and makes our flashlights shine in the dark.

Electricity is the flow of electrical power or charge. It is both a basic part of nature and one of our most widely used forms of energy. It is actually a secondary energy source, also referred to as an energy carrier. That means that we get electricity from the conversion of other sources of energy, such as coal, nuclear, or solar energy. These are called primary sources. The energy sources we use to make electricity can be renewable or non-renewable, but electricity itself is neither renewable nor nonrenewable.



The traditional flow of electricity is divided into *generation*, *transmission*, and *distribution*.

**Generation** – the process of creating electricity from other forms of energy (fossil fuels, nuclear energy, renewable energy sources).

**Transmission** – the bulk transfer of electrical energy, from generating power plants to substations located near to population centers.

**Distribution** – is the final stage in the delivery (before retail) of electricity to end users. A distribution system's network carries electricity from the transmission system and delivers it to consumers.

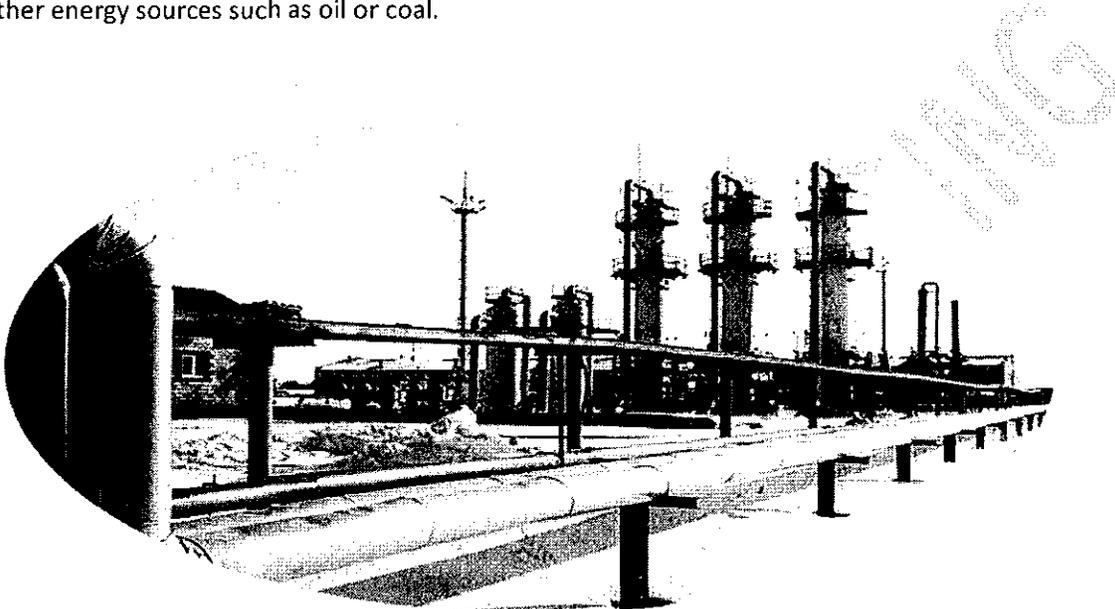
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# Natural Gas

## What is Natural Gas?

Natural gas is a gas consisting primarily of methane. It is an important fuel source and a major feedstock for fertilizers. Natural gas is often informally referred to as simply gas, especially when compared to other energy sources such as oil or coal.



## Power Generation

Natural gas is a major source of electricity generation through the use of gas turbines and steam turbines. Most grid peaking power plants and some off-grid engine-generators use natural gas. Natural gas burns more cleanly than other fossil fuels, such as oil and coal, and produces less carbon dioxide per unit energy released. For an equivalent amount of heat, burning natural gas produces about 30% less carbon dioxide than burning petroleum and about 45% less than burning coal. Combined cycle power generation using natural gas is thus the cleanest source of power available using fossil fuels, and this technology is widely used wherever gas can be obtained at a reasonable cost. Fuel cell technology may eventually provide cleaner options for converting natural gas into electricity, but as yet it is not price-competitive.

In the United States, retail sales are often in units of therms (th); 1 therm = 100,000 BTU. Gas meters measure the volume of gas used, and this is converted to therms by multiplying the volume by the energy content of the gas used during that period, which varies slightly over time. Wholesale transactions are generally done in decatherms (Dth), or in thousand decatherms (MDth), or in million decatherms (MMDth). A million decatherms is roughly a billion cubic feet of natural gas.

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## Energy Production

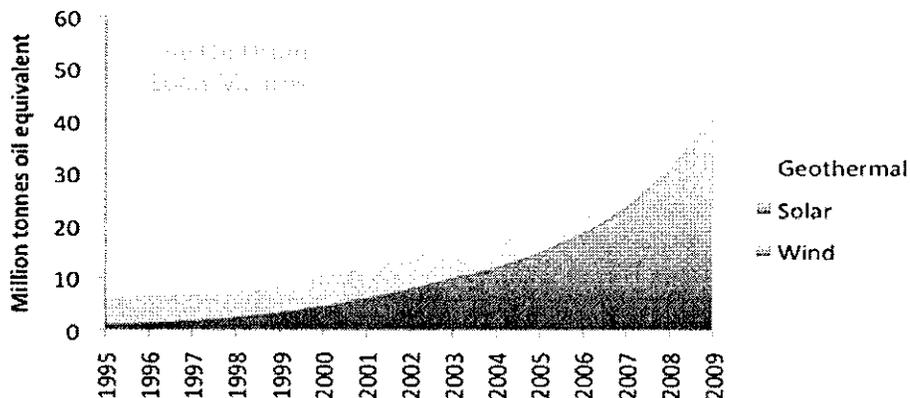
Hydropower generation is the energy source that is likely to be most directly affected by climate change because it is sensitive to the amount, timing and geographical pattern of precipitation and temperature. Furthermore, hydropower needs may increasingly conflict with other priorities, such as salmon restoration goals in the Pacific Northwest (IPCC, 2007). However, changes in precipitation are difficult to project at the regional scale, which means that climate change will affect hydropower either positively and negatively, depending on the region.

Infrastructure for energy production, transmission and distribution could be affected by climate change. For example, if a warmer climate is characterized by more extreme weather events such as windstorms, ice storms, floods, tornadoes and hail, the transmission systems of electric utilities may experience a higher rate of failure, with attendant costs (IPCC, 2007).

Power plant operations can be affected by extreme heat waves. For example, intake water that is normally used to cool power plants become warm enough during extreme heat events that it compromises power plant operations.

Finally, some renewable sources of energy could be affected by climate change, although these changes are very difficult to predict. If climate change leads to increased cloudiness, solar energy production could be reduced. Wind energy production would be reduced if wind speeds increase above or fall below the acceptable operating range of the technology. Changes in growing conditions could affect biomass production, a transportation and power plant fuel source that is starting to receive more attention (IPCC, 2007).

### World renewable energy production



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## Green Power

**Green power** is a subset of renewable energy and represents those renewable energy resources and technologies that provide the highest environmental benefit. EPA defines green power as electricity produced from solar, wind, geothermal, biogas, biomass, and low-impact small hydroelectric sources. Customers often buy green power for avoided environmental impacts and its greenhouse gas reduction benefits.

### Renewable Energy

This includes resources that rely on fuel sources that restore themselves over short periods of time and do not diminish. Such fuel sources include the sun, wind, moving water, organic plant and waste material (biomass), and the earth's heat (geothermal). Although the impacts are small, some renewable energy technologies have an impact on the environment. For example, large hydroelectric resources can have environmental trade-offs associated with issues such as fisheries and land use.

 ***Green power doesn't change the way you get your energy, but the way power is made.***

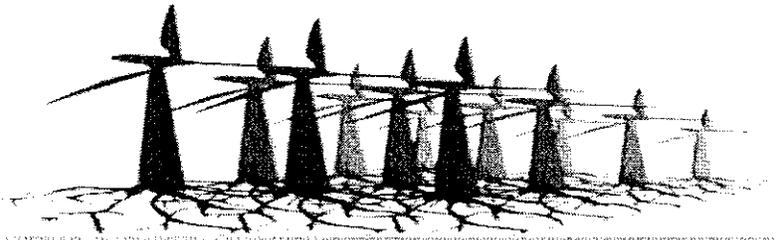
The benefits of generating electricity using clean renewable resources are broad, ranging from environmental to economic. By choosing clean electricity you can do something positive for the environment today that also creates benefits for the generations of tomorrow.

### Environmental Benefits

-  **No emissions** of carbon dioxide, mercury, nitrogen oxide, sulfur dioxide, or particulate matter into the air, water or soil. Commonly cited effects of these harmful pollutants include climate change, mercury poisoning, acid rain and smog
-  **Doesn't require fossil-fuel extraction** that seriously damages the land
-  Made from **unlimited renewable sources** that will never run out, unlike limited and polluting fossil fuel sources
-  **Helps preserve and protect** the environment for future generations.

### Economic Benefits

-  Creates **employment opportunities** in the green job sector in the U.S.; between 1998 and 2007, clean energy economy jobs — a mix of white-and blue-collar positions — grew by 9.1 percent, while total jobs grew by only 3.7 percent.
-  Helps **secure America's energy future** by investing in **domestic** sources of energy



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## Our Green Commitment

Platinum is committed to promoting environmentally friendly energy plans for consumers. Many of the suppliers we work with offer Green alternatives to energy. These Green alternatives are fueled by solar, wind, and hydro power.

### *Solar*

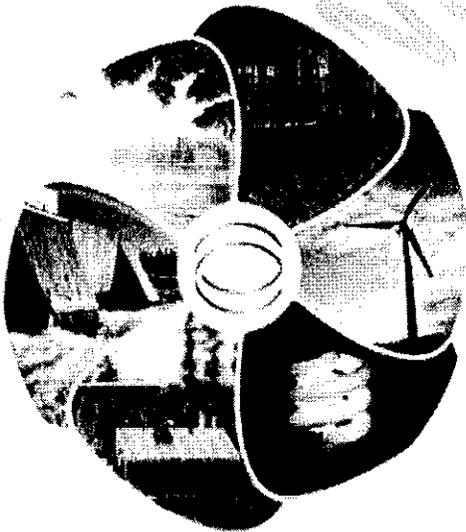
Solar energy is generated using the sun's powerful rays. Because sunlight is inexhaustible, solar energy is a valuable renewable energy source – capable of directly generating heat, light and electricity. According to the U.S. National Renewable Energy Laboratories (NREL), the amount of energy from the sun that falls to the earth in one day could supply the entire world's energy needs for 27 years.

### *Wind*

Wind energy is becoming one of the most commonly discussed forms of renewable energy. When the wind blows, it turns the blades of large wind mills (or turbines) that connect to a generator and turn it into electricity. Modern wind turbines are very large, with the diameter of the blades ranging from 150 to 300 feet.

### *Hydro*

Hydro energy is generated when the force of moving water spins the blades of a turbine to generate electricity. Currently, hydroelectricity is the world's overwhelming renewable energy of choice, supplying about 19 percent of the world's electricity. Hydro power also supplies an estimated 10 percent of electric generating capacity in the United States via dams and turbines.



**“Sustainability is the concept of meeting the needs of the present without compromising the ability of future generations to meet their needs.”**

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## Our Green Commitment (cont'd)

Several of the suppliers Platinum works with offer natural gas supply that is environmentally friendly. Some suppliers are beginning to offer enhancements to their standard natural gas plans such as carbon offsets.

Carbon offsets are defined as financial instruments aimed at a reduction in greenhouse gas emissions. Carbon offsets are measured in metric tons of carbon dioxide-equivalent (CO<sub>2</sub>e) and may represent six primary categories of greenhouse gases. One carbon offset represents the reduction of one metric ton of carbon dioxide or its equivalent in other greenhouse gases.

Offsets are typically achieved through financial support of projects that reduce the emission of greenhouse gases in the short- or long-term. The most common project type is renewable energy, such as wind farms, biomass energy, or hydroelectric dams. Others include energy efficiency projects, the destruction of industrial pollutants or agricultural byproducts, destruction of landfill methane, and forestry projects. Some of the most popular carbon offset projects from a corporate perspective are energy efficiency and wind turbine projects

## Why sell Carbon offset Enhancements?

- This gives customers an easy way to reduce their carbon footprints while supporting projects aimed at improving air and water quality in our local areas.
- Everyone wants cleaner water and air!
- When it comes down to it, you're still selling natural gas.



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## The Agreement

Once the customer agrees to enroll in the program you will need to fill out an agreement using the customer's current utility bill. Be sure that all the information is copied exactly as it appears on the customer's utility bill. The customer's name, billing address, service address, and telephone number must be included in order for the agreement to be valid. Make sure that the person signing the agreement is authorized to make the decision.

The customer agreement consists of three parts:

1. Customer Agreement – This is a three part carbon form where you will enter all of the customer's information,
2. Terms and Conditions – This is a two copy form that specifies the terms and conditions of the program.
3. Disclosure Label

Remember:

- The contract must be dated.
- The rate and term must be written out.
- The written information must be written clearly and must be legible.
- Provide the customer with a copy of the agreement.
- Provide the customer with a copy of their Terms and Agreements
- Provide the customer with a brochure



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## The Introduction

Door to door sales requires special daily preparation to be successful. They allow less time for a good impression, so you need to win over your potential customer quickly. When you approach someone's door remain confident and professional. It is only when a person feels comfortable that they will allow you time to pitch your product. Below is an outline of key tips to remember while attempting to make the sale:

- Knock three times and be sure to back away from the door after knocking so they do not feel intimidated in opening the door.
- When the customer opens the door, smile and introduce yourself.
- Be sure to state that you are there on behalf of an electric supplier and not the utility.
- You only have 10 seconds for success, so be prepared with your introduction.
- Politely ask to see the customer's utility bill so that you may determine if they are eligible for the product you are offering.
- After reviewing the bill, if the customer is eligible then move on to explaining the program.
- Walk the customer through the process, step by step, ensuring that all of their questions are answered.
- Once you feel confident that the customer fully understands the program and does not have any more questions, prepare them for the TPV.
- After the TPV is complete, hand the customer their bill, along with brochures and leave behinds.
- Indicate where the supply charge will appear on the customer's next bill.
- Close the sale by congratulating the customer on their decision to enroll!



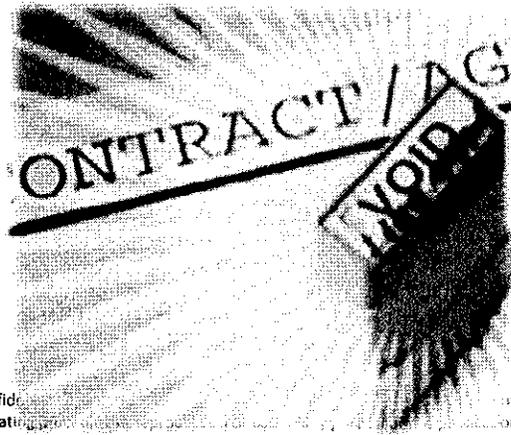
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## Why Agreements Are Cancelled

Many times agreements are either delayed or cancelled. Below is a list of reasons why this may happen. All of these reasons are *preventable*.

- The sales rep is pretending to be the customer on the TPV call.
- The customer never authorized the switch.
- The person is elderly or cannot understand English.
- The person is a minor and is not authorized to make the switch.
- Customer asks questions during TPV process.
- Representative intervenes during TPV process.
- Representative misrepresented themselves as being with the utility or government.
- Representative guaranteed savings to customer.
- Customer was led to believe program was mandatory.
- Missing date or incorrect signature.
- Incorrect billing or service address.
- Phone number is missing.
- Incorrect customer name or date of birth.
- Sloppy writing that is not legible.
- Altered agreements that do not include customer's initials.



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## Quality Assurance

Platinum Advertising is committed to ensuring honest and ethical business practices. Slamming customers is not only illegal, but will not be tolerated. Slamming customers involves the unauthorized enrollment into a supplier program. Platinum has an excellent reputation that must be upheld. Our reputation and commitment to quality assurance is enough to attract a loyal customer base. Independent contractors should never, in any circumstance, resort to falsifying information or fraud in order to enroll customers.

If a customer's gas or electric supplier is changed without the customer's authorization, Platinum will be penalized. Platinum is also susceptible to having their contracts with suppliers terminated, and in some cases may lose their licensing. Platinum may also be subjected to fines that are a result of slamming customers.

### *Common Causes*

- If the account number on the agreement is written incorrectly, then the wrong customer could potential get enrolled without their knowledge or consent.
- The agreement is filled out in messy illegible writing and the person entering the contract could mistakenly enter the wrong name or account.
- The person who enrolled the account did not have the authority to do so.
- The representative enrolls the customer simply to get the sale and fails to properly explain the program to the customer.

### *Effects of Slamming*

- Slamming of any kind is illegal and will not be tolerated.
- A bad image is created and affects the outstanding reputation of Platinum.
- The issue must be investigated and corrected, which takes up valuable time.
- Repeated slamming charges can lead to serious consequences for Platinum and will terminate the representative's agreement.

### *Municipal Licensing*

Licensing for marketing and door-to-door sales is required in different areas. These licenses contain restrictions such as hours that customers can be solicited, or whether they can be solicited at all. It is the responsibility of each independent contractor to obtain all necessary permits for the areas in which they will be working.

### *Do Not Solicit*

The Do Not Solicit list contains the information of customers who have advised the suppliers directly that they do not wish to be solicited. Advertisement receives updates do not solicit lists weekly, and

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send them out to offices. It is the responsibility of the independent contractor to review these lists prior to any marketing.

## Keys to Success

As professional organizations, Platinum and its clients have a professional image to uphold. All independent contractors must therefore dress to convey this image and observe the following regarding appropriate dress while in the office and representing Platinum clients to the public.

### **Image**

- As an Independent representative, proper conduct and dress code must be followed in order to ensure the projections of a positive and consistent image of our clients.
- You MUST have your ID badge visible at all times.

### **Positive Attitude**

- A positive approach will make a difference in all of your interactions. A good attitude shows that you are confident in yourself, and in the product you are representing. It is expected that you will maintain an uplifting and positive attitude whenever in uniform and representing a client. You control the image you project to each person you meet and a positive one will ensure your success.

### **Dress Code**

- No visible logos.
- No bare midriffs.
- Appropriate and comfortable footwear must be worn, in good condition.
- Hats with a brim must be worn forward and must be approved by Platinum prior to being worn.
- Toques/Beanies may be worn in the cold weather and any logo must be discreet.
- Denim, tank tops, halter tops, sweat pants, and any athletic wear are prohibited.
- Men's trousers and shorts must be tailored.
- Men's shirt must have a collar.
- Ladies shorts, dresses, and skirts must be tailored. Length of shorts should be no shorter than 6 inches above the knee.

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## Entrepreneur's Credo

*I do not choose to be a common man,  
It is my right to be uncommon ... if I can,  
I seek opportunity ... not security.  
I do not wish to be a kept citizen.  
Humbled and dulled by having the  
State look after me.  
I want to take the calculated risk;  
To dream and to build,  
To fail and to succeed.  
I refuse to barter incentive for a dole;  
I prefer the challenges of life  
To the guaranteed existence;  
The thrill of fulfillment  
To the stale calm of Utopia.  
I will not trade freedom for beneficence  
Nor my dignity for a handout  
I will never cower before any master  
Nor bend to any threat.  
It is my heritage to stand erect.  
Proud and unafraid;  
To think and act for myself,  
To enjoy the benefit of my creations  
And to face the world boldly and say:  
This, with God's help, I have done  
All this is what it means  
To be an Entrepreneur.*

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## Successfully Marketing Energy

People are becoming more and more aware of the effects of their energy consumption and are hungry for ways to use energy in a more efficient and environmentally friendly manner. As an independent contractor with Platinum, you have the opportunity to take advantage of this hunger. Platinum will equip you with the tools and knowledge necessary for success.

### Face-To-Face Marketing

Face-to-face marketing is quickly becoming the fastest and easiest way to reach a much larger customer base for any business. Most consumers are bombarded by commercials, telemarketers, and spam ads that are easily ignored before the customer even know what the product is. With face-to-face sales techniques, customers are speaking to someone that can answer their questions immediately and give them a sense of comfort just by talking to a real person.

At Platinum we value our independent contractors. We hope that you enjoy working with us and show this in your presentation and in your demeanor. With positive, knowledgeable consultants such as yourself, Platinum can only become more successful and so can you.

### Things to Remember

- Dress appropriately (clean, neat, have your ID visible).
- Be confident, smile at all times, and think positive and enthusiastic.
- Be honest, polite and professional at all times; talk to the person and not at them.
- Be respectful.
- Incorporate what you've learned about the potential customer through your approach and qualification steps.
- Use marketing materials provided.
- Be smooth. Avoid jumping from one piece of information to another.
- Instill a sense of urgency (develop the desire) when answering their questions.

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- Stick to facts!
- If you don't know the answer, don't make it up.
- Don't offer things that are not available.



## Professional Development

Professional Development is about gaining knowledge and challenging yourself. When you equip yourself with the right attitude, adequate knowledge, and a drive for action, you will experience success. Successful professionals continue to develop their skills through reading books written by the experts of the sales business. The reading list below will help aid you in your professional development.

- *Lead the Field* by Earl Nightingale
- *The Power of Full Engagement* by Jim Loehr & Tony Schwartz
- *Driven* by Paul Lawrence and Nitin Nohria
- *Smart Choices* by John S. Hammond
- *Making Things Happen* by Scott Berkun
- *Ready, Fire, Aim* by Michael Masterson
- *Getting Everything You Can Out of All You've Got* by Jay Abraham
- *The Ultimate Sales Machine* by Chet Holmes
- *Competitive Strategy* by Michael Porter
- *The Art of Exceptional Living* by Jim Rohn

**“Nothing happens until you decide. Make a decision and watch your life move forward.”  
– Oprah Winfrey**



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