



Ring in 2021: Program Updates

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Our Trusted Trade Allies,

No one could have predicted our experiences in 2020. Even if the losses outweigh the wins, there is always a silver lining. I have heard from several of you this year that this program provided positivity in 2020 and it's our job to carry that positivity and hope into 2021.

I look forward to getting to know all of you better, sharing more leads and communicating on incentives, bonuses, rewards and all the other positive aspects of our program in 2021 and beyond.

Until then, I wish you happiness and prosperity as we turn our calendars from 2020 to 2021.

Happy New Year!

Wade Morehead

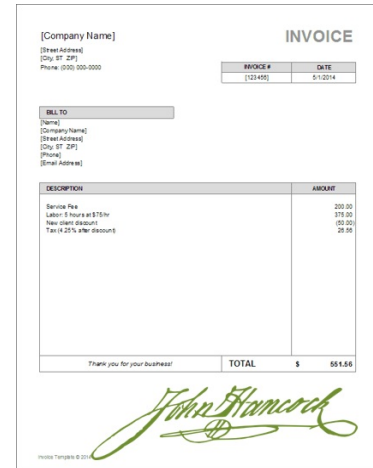
Wade Morehead
Consumers Energy, Customer Acquisition Manager

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[Required in 2021: Customer Signatures on All Invoices](#)

Starting Jan. 1, 2021, all invoices submitted with a Final Application **MUST** include the customer's signature.

This includes all invoices submitted for prescriptive and custom applications through our large business program. If the invoice is multiple pages, the customer must sign the total cost page of the invoice to verify the customer understands the total cost. Note, the signed invoice is not in place of a signed application. Customer signatures are still required on the application.



The image shows a sample invoice form. At the top left, it says "[Company Name]" followed by fields for "[Street Address]", "[City, ST ZIP]", and "Phone: (000) 000-0000". At the top right, it says "INVOICE" followed by a table for "INVOICE # [123456]" and "DATE 5/1/2014". Below this is a "BILL TO" section with fields for "[Name]", "[Company Name]", "[Street Address]", "[City, ST ZIP]", "[Phone]", and "[Email Address]". The main body of the invoice is a table with two columns: "DESCRIPTION" and "AMOUNT". The table contains the following items:

DESCRIPTION	AMOUNT
Service Fee	200.00
Labor: 8 hours @ \$175/hr	175.00
New client discount	100.00
Tax @ 25% after discount	25.00

At the bottom of the table, there is a "TOTAL" row with a value of "\$ 551.56". Below the table, it says "Thank you for your business!". At the bottom right, there is a handwritten signature in green ink that reads "John Hancock".

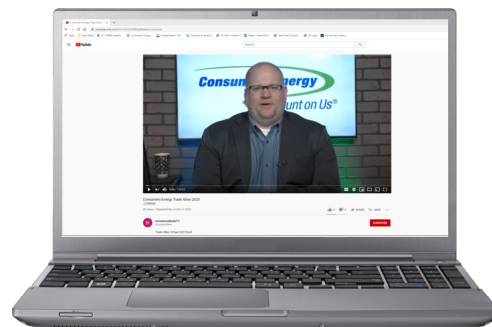
Unsigned invoices will be returned for a customer signature and result in an application processing delay. Connect with your [Energy Advisor](#) to answer your questions.

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[In Case You Missed It: 2021 Trade Ally Rollout](#)

On Dec. 9 we rolled out our 2021 program year. If you joined us, we would love to hear from you, please take our quick [survey!](#) Your feedback helps us to craft next year's event.

In case you missed it (or thought it was so great you want to rewatch!) you can [access the recording here.](#)



During the Rollout, we presented on a number of topics, include [Cobrading](#) and the [2021 Incentive Application changes.](#)

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Submit your 2020 Project of the Year!



Your annual opportunity to be honored with a \$5,000 prize for submitting your most innovative project in 2020! And the winning customer gets \$20,000!

[Submit your entry here](#) to compete for this award!

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Trade Ally Energy Advisors

Northern Region - Jim Minthorn	231-633-5467
West Region - John Russell	616-432-7315
Kent County - Chad Tefft	517-449-4096
West Central Michigan - Mark Bates	517-220-8800
East Central Michigan - Laurie Brenner	517-706-7315
Metro North Region - James Dail	517-993-7486
Southeast Michigan - Nathan Leindecker.....	231-670-6918
Southwest Michigan - Gordon Plourde	517-375-0506
Strategic West Michigan - Aaron Prince	616-633-8686
Strategic East Michigan - Dave Kirk	517-896-5830
National Accounts - David Keller.....	517-258-0616
Agriculture - Duane Watson.....	517-749-6668
Agriculture - Tom Gallagher.....	734-358-8826
Indoor Agriculture - Rachel Fredrickson.....	517-899-5570
Network Lighting Controls - Chris Valliere.....	517-614-0552
Business Instant Discount East MI - Brandon Scott.....	517-243-1070
Business Instant Discount West MI - Todd Loheny.....	517-512-0144

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We're here for you!

Choose the most convenient method to contact us.

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- [+](#) 877-607-0737

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