



# Become a Preferred Distributor

Becoming a Consumers Energy Distributor gives your company an extra edge against the competition when selling energy efficiency products. We provide numerous benefits to help your business thrive.



## EXTRAS

Expand your customer base, get rewards, and receive quick reimbursement for transactions.



## EASE

No incentive application required.  
Use our online tool to submit transactions and get reimbursed.



## ENGAGEMENT

Ongoing support from our team to help with your customer pipeline.

Become a Distributor today:

Visit [cetradeally.com/distributor](https://cetradeally.com/distributor) or contact one of our energy professionals:

East Michigan: **Doug Sandberg** at [Douglas.Sanberg@cmsenergy.com](mailto:Douglas.Sanberg@cmsenergy.com)

West Michigan: **BusinessInstantDiscount@cmsenergy.com**



# Additional Benefits for Distributors

## NEWSLETTER



Receive the most up to date program information with our quarterly newsletter.

## REWARDS



Earn points for your paid transactions that you can redeem for thousands of reward offerings.

## CONSUMERS ENERGY BADGE RECOGNITION

Badges are a way to recognize your business and market your affiliation with Business Energy Efficiency Programs. They tell customers you have completed program training, are knowledgeable about program incentives and are a trusted resource for their energy efficiency products.



## BONUS STRUCTURE

Supporting you to maximize participation, bonuses and rewards.

Quarterly Electric Incentive	Quarterly Bonus Earned
\$5,000 - \$9,999	5%
\$10,000 - \$19,999	10%
\$20,000+*	15%

\*Bonus capped at \$50,000 per quarter, company wide

Quarterly Natural Gas Incentive	Quarterly Bonus Earned
\$3,000 - \$4,999	10%
\$5,000 - \$9,999	20%
\$10,000+**	30%

\*\*\*\*Bonus capped at \$30,000, per quarter, company wide

## DISTRIBUTOR TOOL

Becoming a Preferred Distributor allows you to have a portal login to view current project statuses, historical projects, and download program brochures.

## ENERGY ADVISOR

Consumers Energy Energy Advisors are here to help you sell energy efficiency projects. Advisors can:

- Visit with you and your customer to answer questions and provide ROI data.
- Assist in validating customer and product eligibility.
- Explore analytic insights to drive sales in your geography and industry.
- Provide Consumers Energy's Mobile Training Unit for counter days.

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**Take the next steps to become a Preferred Distributor today.**

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