



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 cetradefully.com/distributor or
email 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
\$0 - \$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
\$0 - \$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.

Visit cetradeally.com/distributor or email BusinessInstantDiscount@cmsenergy.com

