

ACN[®] Energy Customer Acquisition Script



"Can you do me a Huge Personal Favor?"

(Wait for Response!)

Prospect

RESPONSE

Sure

RED

Continue with the script



Questions

GREEN

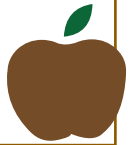
What do you need? –
Continue with the script



Anything other than positive

BROWN

NEXT...Move on



I am about to qualify for a promotion with the company that I represent and all that I need is to get a few more customers right away!

If I can offer you a service:

- That you are already using
- Has no upfront cost
- No commitment whatsoever
- And a guaranteed savings your first month...

Can you do me a huge personal favor, help me out and give the service a try?

(Wait for Response!)

Prospect

RESPONSE

Sure

RED

Continue with the script
Sign them up



Questions

GREEN

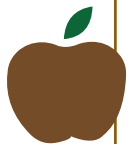
Answer the questions? –
Continue with the script –
Ask for the Favor



Anything other than positive

BROWN

NEXT... Move on



Commonly Asked Questions

ANSWER THE QUESTION / ASK FOR THE FAVOR

Can You Do Me a Huge Personal Favor, Help Me Out and Give The Service a Try?

Q: What Service or Services are you offering?

A: Gas and Electricity Service.

Can You Do Me a Huge Personal Favor, Help Me Out and Give The Service a Try?

Q: Am I going to save money after the first month?

A: With XOOM, the Utility and all Energy companies offering variable plans, prices change from month to month. Some months XOOM may be higher and some months they may be lower. XOOM's goal is to save you money over the long term. If you are unhappy for any reason, you can always switch back to your utility.

Can You Do Me a Huge Personal Favor, Help Me Out and Give The Service a Try?

Q: Why should I try your service... I don't think the pricing is worth changing?

A: Like MOST services, the Energy Business is very competitive. One of the most important reasons to try XOOM is to exercise CHOICE! Trying another company promotes competition and when companies compete for your business, it benefits you in two ways: 1. Customer Service Improves 2. More Value for the You, the Customer.

Can You Do Me a Huge Personal Favor, Help Me Out and Give The Service a Try?

Q: Who is XOOM?

A: XOOM is an energy supplier who offers natural gas, electricity and renewable energy to residential and commercial customers in deregulated energy markets.

Can You Do Me a Huge Personal Favor, Help Me Out and Give The Service a Try?

Q: What is an Energy Supplier?

A: An energy supplier is a company that acquires its electricity, renewable energy or natural gas supplies from the wholesale market and sells it to homes and business.

Can You Do Me a Huge Personal Favor, Help Me Out and Give The Service a Try?

Q: What is the difference between my Utility and XOOM?

A: The utility still operates the local distribution, wires and pipes which carry electricity and natural gas to homes and businesses. An energy supplier simply purchases and supplies energy, which is then delivered to your home or business by your local utility. You get to enjoy uninterrupted energy service with the added benefit of being able to choose the company you buy energy from.

Can You Do Me a Huge Personal Favor, Help Me Out and Give The Service a Try?

Q: Ok, what do I have to do to try the service?

A: Complete a simple online order process, and I will help walk you through it.

Can You Do Me a Huge Personal Favor, Help Me Out and Give The Service a Try?

Q: I'm happy with my current provider!

A: I promise you that you will be just as HAPPY with XOOM Energy and if for any reason you are not, you can leave XOOM at anytime.

Can You Do Me a Huge Personal Favor, Help Me Out and Give The Service a Try?

Q: What if my power goes out? Is my Service ever at risk with XOOM?

A: There is no risk with Xoom energy because the local utility actually services and maintains your gas and electricity. If you have any issues such as an emergency or service outage you call your local utility as you would normally do.

Can You Do Me a Huge Personal Favor, Help Me Out and Give The Service a Try?

Q: What is the difference between Fixed and Variable Pricing?

A: A fixed rate plan provides you with stability and peace of mind. Utility rates are variable rates that can change periodically. A fixed rate product may be higher or lower than utility rates, but, unlike variable rates offered by the utility, a fixed rate product will not change during the life of your contract. You are protected against unexpected and costly price increases and have greater control over the cost of your energy.

A variable rate plan allows you to purchase energy at market-based prices that change from month to month. While a variable rate is subject to monthly price increases or decreases, it may help you realize the lowest possible cost in the market. However, it also exposes you to possible price increases, and, unlike a fixed rate, a variable rate does not protect you against price volatility. This variable rate may be higher or lower than the utility rate.

Can You Do Me a Huge Personal Favor, Help Me Out and Give The Service a Try?

