



FOCUS ON TRADE ALLIES

FOCUS ON ENERGY® Trade Ally Contractors play an essential role in delivering Wisconsin agribusinesses with the products, services, and knowledge they need to make smart energy decisions. This level of customer service combined with technical expertise makes Trades Allies integral to the success of the program.

Benefits

As a registered Trade Ally, you will receive access to a variety of resources to advance your business offerings.



Provide financial incentives to your customers and receive discount reimbursements directly.

ADDITIONAL REVENUE



Assist motivated customers with their energy efficiency improvement projects.

MOTIVATED CUSTOMERS



Connect to your Energy Advisor for questions and feedback related to your business needs.

TECHNICAL ASSISTANCE



Receive a business listing on the website including marketing and advertising opportunities.

MARKETING RESOURCES



Learn about the latest technologies to increase your business' competitive edge.

TRAINING OPPORTUNITIES



Participate in specialized programs for your customers. Additional training is required.

SPECIALIZED PROGRAMS



focus on energy®

Partnering with Wisconsin utilities



If you're a contractor who thinks the process is too cumbersome or doesn't have the time to participate, you're missing out on a big opportunity to grow your business.

Focus on Energy can help you improve the working relationships with your customers by better meeting their needs and providing financial incentives to grow in their energy efficiency journey.

**Mark Anderson - Owner
Anderson Electric**

Requirements

Before completing an application, you will need to have the following materials and information:

- Company Information.
- Contact Information.
- Signed and completed W-9 form for upload (required only if you wish to receive payment from Focus on Energy).

After your application is submitted, Focus on Energy will verify the information provided and contact you for verification of information.

Please note the following:

- You must be authorized to submit this application on behalf of your company.
- You must agree to abide by the Trade Ally application Terms and Conditions.
- Focus on Energy reserves the right to deny an application.

**Ready to become a Trade Ally?
Apply today!**

800.762.7077
tradeally@focusonenergy.com



How to Register

1

Complete and submit the Trade Ally Application. Applications can be submitted electronically at: **focusonenergy.com/tradeally**

Scan the QR Code to directly access the online application.

2

Receive a welcome packet after your application is approved. Your company information will be displayed on the website. Focus on Energy will contact you if additional information is needed.

3

Take your business to the next level by helping your customers save energy and money.

REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources, and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

©2023 Wisconsin Focus on Energy

