



Gather customers.

To earn your first bonus, you only need a few more customer points. In addition to your Ambit website, which is worth two customer points, you need two households in Texas or Illinois, or three households in New York or Maryland.



1 Find a few more customers.

- a** Your closest family members and friends
- b** People you have recently done a favor for
- c** People you already do business with (dry cleaner, lawn care, etc.)



2 Ask for a favor.

"I need your help with something. I recently found a way to pay for our kid's college education [or whatever your "why" is]." In fact, you can help, and it won't cost you a dime. It will probably save you some money in the process. I have partnered with Ambit Energy to capitalize on the deregulation of electricity and natural gas. I am just asking that you try our service for a month, and if you are not totally satisfied, then I will make sure you get back to [current provider]."



3 Tell them about the company (credibility).

- a Co-Founder Jere Thompson, Jr.**
Grandfather founded 7-Eleven® (Southland Corporation); Thompson family built it into the world's leading convenience-store chain
- b** Fortune 500 executive team
- c** Long-term purchase agreement with major energy supplier



4 Give them a few facts about the service.

- a One percent guaranteed annual savings in New York, Illinois and Maryland.
- b Competitive rates across Texas
- c Free 3-day, 2-night hotel stay just for trying Ambit Energy service
- d Ambit Energy customers earn points they can redeem for various travel packages

For more information about our service, refer to the Energy Services portion of the Reference Section at the end of this kit.

5 Tap into the power of referrals.

Every Ambit customer receives their own personal referral website. When an Ambit customer refers 5 customers to the service, the referring customer receives a choice of many travel incentives. When an Ambit customer refers 15 customers, they are eligible to receive Free Energy. The best part is, all of these customers are YOUR customers.





Build a team.

526

To get promoted to Regional Consultant, remember **5-2-6**. You need **5** customer points, **2** personally sponsored Consultants, and **6** total Consultants in your organization. Earlier, you learned how to get your 5 customer points. Next, let's learn how to get new Consultants into your organization.

1 Make a List

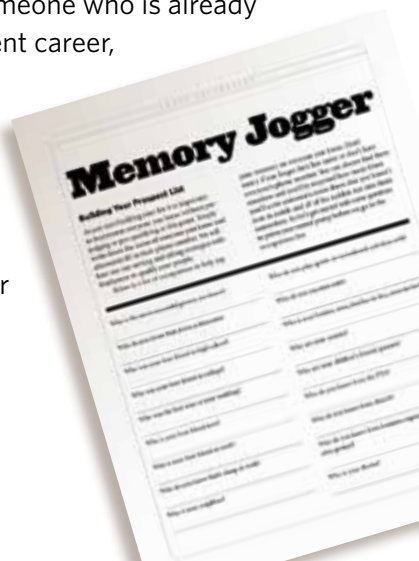
This is a critical step in your success. It is important to create your inventory, your written list of potential prospects.

- a** People from work
- b** Professional people
- c** Business people
- d** People from any organizations you belong to

Put everyone you know on your list. Also, don't pre-judge anyone on your list. Your next Consultant could be someone who is already successful in their current career, but sees the long-term residual potential of the Ambit Opportunity.



TIP Use the Memory Jogger in the Ambit University area of Power Zone to help you build your list.





2 Invite those on your list to take a look at the Opportunity.

Whether in person or over the phone, when you approach a prospect on your list, start by asking them the following three questions:

- a How many people do you know who use electricity or natural gas?
- b Do you think they would rather pay less or potentially get it for free?
- c How would you like to earn a residual income and potentially thousands of dollars in bonuses by referring people to that program?



TIP Don't say too much. Remember, at this point, you are just inviting the prospect to take a look at the Opportunity. You don't want to overload them with too much information. The less you say, the more you make. Think about it this way. Could you have explained to someone everything about other leading companies, such as Walmart and Google? You are simply trying to find people who would like to earn some extra income running their own business.



3 Present the Opportunity.

Once you have invited your prospect to take a look at the Opportunity, it's time to present the information to them. You have a number of ways to present the Opportunity. Use whichever method you feel most comfortable with, and that best suits your prospect.

- a Success from Home Magazine and DVD.** This magazine is an excellent way to demonstrate the credibility of the company, and also includes a DVD. The magazine includes stories from successful Consultants from many different backgrounds. Chances are your prospect will be able to relate to someone in the magazine. We've included three magazines in your kit; more are available through Sales Aids.



- b Websites.** You can also send your prospects to your Opportunity website at www.whyambitworks.com or www.energy526.com where they can view the Ambit Opportunity video.

- c Business Presentations.** There are also weekly business presentations taking place in all markets. These meetings are great as a follow-up to those prospects who need a little more information concerning the power of the Ambit Opportunity.



Follow-up scripts to the three questions:

► *"The reason I ask is because I just started my own business working with a company called Ambit Energy that is capitalizing on the deregulation of energy.*

I'm excited about the income possibilities here. I don't know if this business would make sense for you, but I do know that it is something you should definitely take a look at."

- ▶ *"I have a short online video that you need to see. Are you online right now?"*

Or, if in person:

- ▶ *"Take this magazine with you, and view the enclosed DVD. Also, be sure and take a look at the article on page _____. I think you will really enjoy the story."*

"Once you take a look at the DVD, or online video, I would like to give you a call and talk to you about it. Will tomorrow at the same time work?"

Either way, set a firm appointment as to when you will call them to follow up.



TIP Try this script if someone you know well doesn't want to look at the opportunity.

"I'm just asking you to take a look at this business opportunity. If you decide that it's not for you, I will respect that. However, I hope that you trust me enough to at least take a look."

At the scheduled appointment time, call the prospect back and ask the following:

"Did that make sense to you?"

"Does that mean you're ready to get started in the business, or do you have a few more questions?"

If they are ready to get started, congratulations! Sign them up. If they have a few more questions, you will want to set up a three-way call with an upline leader.





4 Provide additional information
(if necessary).

The best way to accomplish this is through a three-way call with your upline leader.

- a** Set up in advance with upline leader
- b** Build up leader to the prospect
- c** Call them your business partner, not upline.
- d** Let your business partner do the talking.



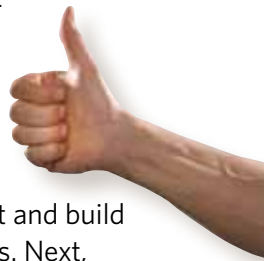
A good call should cover the credibility of Ambit, the perfect timing of the Opportunity, and how the prospect would be joining a team and not expected to do it on their own.

5 If not a Consultant, then your customer.

If at any time during the process, your prospect decides that they don't want to be a Consultant, ask them to do you a favor and at least become your customer. Don't forget to tell them your "why."



TIP Your excitement, enthusiasm and commitment sell the opportunity. These are key elements when building your business, and are things that can't be taught. However, the good thing is, these elements are contagious.



Now you have a system to help you get promoted to Regional Consultant and build a strong foundation for your business. Next, we'll tell you how to get your business plugged in to maximize your success.



Get Plugged in.

We know you can't wait to get started in your Ambit business and we believe in your success. As you build your business it's important to stay energized and excited. Excitement is contagious! And remember, you are not alone. Ambit has an extensive support structure to keep you plugged in, excited and informed.

PowerLine

PowerLine is the voice of your Ambit business. Check your PowerLine voicemail often to hear important updates from the Corporate office, messages from your field leaders and other information about hot new promotions, upcoming events, motivational messages to keep you going and much more. Complete instructions for accessing and listening to your PowerLine messages are located in Power Zone. Log in to Power Zone, navigate to the Business Tools section and click on For Consultants. You'll also learn how to upgrade to a PowerLine Unlimited account, which gives you more power to build your business as an Ambit leader.

Events

► Training

It is often said that if you want to be successful at something, find someone who is already successful and do what they do. Throughout the year, Ambit Energy's Corporate executives and Ambit's top field leaders offer specialized trainings that provide you with an opportunity to learn the ins and outs of building a strong organization. Stay tuned to Ambit University in Power Zone to learn about training events coming to a location near you!



► **Ambition**

Ambition is Ambit Energy's premier event of the year. It's a must-attend gala, a great party to showcase the accomplishments of the past year and to learn about the exciting opportunities for the coming year. Ambition is a tremendous event for business building. Not only a celebration of all your hard work throughout the year, but also a time to network with fellow Consultants, get specialized training and hear exciting announcements. Consultants see incredible growth after getting charged up at Ambition, so don't miss it!

AMBITION

TAKING IT TO THE NEXT LEVEL

2010

► **Weekly Meetings**

Weekly Business Presentation meetings are designed to bring new prospects into your Ambit business. They are also a great way to keep yourself plugged in, because you will be surrounded by like-minded individuals who are also building their Ambit businesses. Find detailed information about meeting times, locations and speakers in Power Zone.

► **Conference Calls**

Stay connected and energized between live trainings via weekly conference calls. A free service, these calls give you the opportunity to receive training, updates and invaluable tips from field leaders—all from the convenience of your home. For complete details, log in to Power Zone and navigate to the Events and Presentations section.



Power Zone

Power Zone is your online back office, power-packed with highly functional tools to help you build and manage your Ambit business. Real-time reports help you monitor business growth moment by moment. You can stay plugged in with alerts about new customers and Consultants who join your organization. Customizable flyers help you market your business to prospects and customers. And the corporate office continuously updates Power Zone with important messages, contest updates, information about incentive promotions and breaking news.

The screenshot displays the Power Zone web application interface. At the top, a navigation bar includes the 'POWER ZONE' logo, a welcome message for 'Jane Q. Consultant', a 'Logout' link, and a menu with options like 'My Dashboard', 'My Business', 'Business Tools', 'Ambit University', 'Events & Presentations', 'Success Showcase', 'Ambit Store', and 'Contact Us'. Below the navigation bar is a help section titled 'Need help learning your way around the new and improved Power Zone?' with a link to a 'How To' section.


The main content area is divided into several sections:

- Events Calendar:** A calendar for August 2010 with a 'Select a State' dropdown (Texas is selected) and a 'Select a City' dropdown.
- EC PowerSurge Performance:** A table showing performance metrics for 'My Business' (TX, NY, IL).

Your TX Goal: 33% Qualified Customers			
EC seeded customers since 9/9/2009	Pre-Sorted	23	
	Pending	37	
	Evergreen	750	
	YTD	810	
EC Called Customers	Qualified Customers (Qualified by 4 Seeds)	420	
Percentage of Customers Who Qualify	38%		
Qualified Customers Needed	2150		
Program Deadline Countdown			
12 Days	3 Weeks	43 Weeks	27 Months
- Message Center:** A section titled 'AMBITION 2010' with the tagline 'TAKING IT TO THE NEXT LEVEL' and a 'CLICK HERE TO REGISTER' button. Below it, 'August Promotion Details' are listed, including a 'Spring Being Promotion Extended to September 4th' and a 'Spring Being Promotion-Play'.
- Free Energy Referrals:** A section showing 'Ambit Energy Account Number: A1103308' and 'Electric' and 'Gas' meters. A 'Free Energy Countdown' is shown as 'Expired'.
- Promotion Watch:** A section titled 'Material Consultant (MC)' showing 'You Need: 4 BUs x EC Com' and 'You Have: 0 BUs x EC Com'. A '30 Personal Customer Points' are shown with a progress bar.
- Five Star Club Travel Contest:** A section titled 'Your 5-Star Club Travel Contest Standings' showing 'Your Point Total: 5/8' and 'Your Rank: 88'.
- Events Countdown:** A section titled 'Events Countdown' showing 'Ambition Countdown' with a progress bar and a '30 Days' timer.
- PowerLine:** A section with links to 'Login to PowerLine Now', 'Healthcare', and 'Review your CSA-sponsored Healthcare Options'.

e-Newsletters

The Ambit Energy Corporate Office keeps you updated on important news. You'll see specific kinds of information communicated in these e-Newsletter formats:

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- ▶ **The Buzz** provides updates and instructions on how to take advantage of the latest news and promotions that can generate explosive growth in your business.
 - ▶ **The Ambit Agenda** keeps your business on schedule with listings of company-wide and high-profile events. Read the Ambit Agenda to learn about live training events presented by Ambit University, special guests at Business Presentations and other events you won't want to miss.
 - ▶ **Bravo!** recognizes great performances among Ambit Consultants, and congratulates them when they promote themselves to Regional Consultant and Senior Consultant leadership status. In addition, when a Consultant promotes to Executive Consultant leadership status, you can read about them in an exclusive Executive Suite feature story.
 - ▶ **Power Tools** tells you about the tools you need to build your business. Read this e-Newsletter for tips on how to use the latest business-building resources available from the Ambit Store.
 - ▶ **A Message from our Co-founder.** From time to time, Chief Executive Officer Jere Thompson or Chief Marketing Officer Chris Chambless will have a special message for all Ambit Consultants.

Websites

Ambit Energy provides a variety of websites to help you keep your business growing.

► **Your Ambit Opportunity Website**

You choose a customized URL (**yourwebnickname.ambitenergy.biz**) for your business that displays your contact information. This site is where your customers enroll for service and where prospects go to join your organization.



► **Affiliate Partner Website**

Build your customer base and watch your business grow as you help people fund worthy causes and raise money for their organizations through our Affiliate Partner Program. Each Affiliate Partner's website gets a customized URL that follows this format: **affiliatename.joinambit.com**

► Additional Websites

Every customer receives a SelfCare site that helps them monitor their account, pay their bills and track their Rewards Points and referrals. Each customer also receives their own customer referral website that can help them earn Free Energy! In addition, **ambittravel.com** provides customers with an overview of our Travel Rewards Program.





Consultant Support

This team of highly trained professionals is dedicated to providing you with support and assistance. There is a live voice available to you Monday through Saturday, ready to answer any questions you have and to provide information you need to keep your organization booming. You can call Consultant Support at 877-30-AMBIT (877-302-6248), Monday-Friday, 8 AM-6 PM Central Time, and Saturday, 10 AM-5 PM.



Customer Care

Whether you are a Consultant or a customer, we want every contact with Ambit Energy to be a positive experience. The mission of Customer Care is to treat every customer's call as if it were the only call by which our success is measured. Our fine team of experts in customer care is ready and available to assist your customers Monday-Friday, 8 AM-6 PM Central Time, and Saturday, 10 AM-5 PM. The Customer Care toll-free number is 877-282-6248.

