



ESCO Customer Acquisition PROGRAM (ECAP)

Deregulation of energy combined with the newly heightened regulatory environment around direct marketing and telemarketing has created a marketing challenge for ESCO's that past deregulated industries had not experienced.

The Informed Sources® ECAP program enables ESCO's to

1. Quickly Build Market-Share
2. Apply Statistical and Database Expertise to maximize ROI
3. Maintain regulatory compliance
4. Verify Sales to Satisfy State Utility requirements

Informed Sources® has sold competitive electricity supply to thousands of businesses using:

- Proprietary EnergyPro™ Training Program
- Scripting Expertise
- Proprietary **Foresite™** Calling System
- Expandability – we can provide 100 or 100,000 Sales
- 1+ Sales per EnergyPro Hour (that's 1.4+ Accounts/hour)
- Iterative Statistical Approach to Optimize productivity

● INFORMED SOURCES® **Foresite™** System

Informed Sources® EnergyPros are assisted by a unique and proprietary Blended *Predictive-dialing system* -- **Foresite™**.

- ⇒ **Foresite™** can incorporate your pricing and competitive comparisons into the EnergyPros' screens. Many companies can either provide predictive-dialing or intelligent sales screens. Few telemarketing companies can provide both complex sales screens combined with predictive dialing. This combination of capabilities is the **Foresite™** advantage.
- ⇒ **Foresite™** enables you to customize offers, disclosures, sales and Verification presentations by call. For example, you can offer different promotions and ask different Verification questions by county, state, zip code, carrier route or area code. Pricing of product can even vary by usage.
- ⇒ **Foresite™** records all sales and can post audio recordings to your own secure area of our website for to allow quick inline access to results and recordings.
- ⇒ **Foresite™** outperforms any other system and it's only at **Informed Sources®**. It makes our EnergyPros smarter, and optimizes productivity.

● ***Creating EnergyPros***

- ⇒ EnergyPros are specially trained using our own in-house computer training programs. Phone demeanor, data collection, and sales points are taught using live audio examples from real phone calls.
- ⇒ EnergyPros get training on competitive and regulatory issues and requirements.
- ⇒ EnergyPros are guided on how to collect and secure sensitive financial information such as account numbers and other identifying information.

● ***Today's marketing lists are valuable and precious. That's why Today, there's only one source... INFORMED SOURCES®***

● **Bios of the Owners/Operators**

Stuart Goldberg Ph.D., President

As President of Informed Sources Inc., Stu has been responsible for design and creation of the Foresite blended teleprocessing/internet system. He has worked with major ESCOs to build Energy customer databases and market share. A long history in strategic consulting, survey design and real world implementation in marketing consulting have been the building blocks for this expertise. Since 1991 in creating Informed Sources Stu has been working with some of the largest marketers in the country to integrate these strategic optimization initiatives. He is one of the country's foremost experts in Target Marketing Optimization. Prior to starting Informed Sources Stu was an accomplished Marketing Scientist and researcher. He established a strategic consulting group called Marketing Decision Systems at DDB Needham. The group was responsible for guiding clients in ways to enhance their business via quantitative and research analytics. Stu has also held several other advertising agency positions at Leber Katz Partners. He acquired the necessary building blocks for these accomplishments in completing a Ph.D. in psychology and neurophysiology and then teaching at *Columbia University and Queens College*. *In course of which he published articles on brain behavior relationships.*

Bob Kasper, V.P. Marketing and Sales

Along with Stu Goldberg, Bob started the company in April 1991. As V.P. Marketing, Bob is responsible for executing and overseeing energy Telephone and Internet Sales and Third Party Verification Programs. He has personally trained many hundreds of telephone sales representatives. He designs and implements Verification and quality control programs, and is known as one of the foremost experts in productivity optimization. In a typical month, he accomplishes HUNDREDS OF THOUSANDS of and sales and Verification calls on behalf of large Blue Chip clients, as well as newer marketplace entrants. His expertise in quantitative techniques has saved clients millions of dollars via state of the art optimization techniques. Prior to starting Informed Sources Inc., Bob was Supervisor of Marketing Decision Systems at DDB Needham, where he had been for five years. He spearheaded diverse sales and marketing projects in a plethora of industries for the likes of Michelin, GTE, NEC, Volkswagen, Johnson and Johnson, and Amtrak among others... Bob is an expert in marketing research, statistical analysis and database management. He participated in the Special Achievement Master's Degree Program at Boston University, where he accomplished a Master's Degree, Bachelor's Degree, and considerable Ph.D. work in Economics/Econometric Modeling.