

INTRODUCING

Electrical Service & Maintenance 2.0SM

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Selling Service Agreements

Psychology of Selling

- Purchase decisions are guided by emotion—then justified by rationalization.
- Emotions and physical senses are connected.
- That *mind-bridge* benefits **mechanical contractors** selling service & maintenance agreements.
- Ordinarily **electrical contractors** attempting to sell service agreements cannot capitalize on it.



Selling Service Agreements

Misreading the Problem

- Electrical contractors see not having "salespeople" as the barrier to selling service agreements.
- The real problem is their **service product**, not a general lack of "salesmanship."
- **The case for purchasing an ordinary electrical service & maintenance agreement is not convincing.**
- Future possibility: Insurance company mandates driven by NFPA 70B?



Selling Service Agreements

Electrical Service & Maintenance 2.0

- Adds a critical dimension to the service offering:
Continuing operation of selected systems enabled by onsite power during electric utility outages.
- Nano-grids in turnkey implementation driven 100% by the electrical service & maintenance contractor.
- Regularly-scheduled check-ups are mandatory under **Electrical Service & Maintenance 2.0** agreements.



Goal: Protect Selected Systems

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To protect selected systems against power outages from:

- ✓ Storms and Floods
- ✓ Cyber-attacks and Sabotage
- ✓ Malfunctions and Disruptions
(e.g., a downed utility pole struck in an accident)



Protection Schemes for
Electrical Power System



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Electrification of Everything

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Electrification of everything will raise the stakes higher and higher with every future utility company outage.



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The Guarantee

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1. **All the elements** of traditional service & maintenance.

PLUS

2. **A new component:** *the service-contractor's guarantee to maintain power for selected systems in customers' facilities.*



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Contractor-Driven Performance

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Heavy-duty collaboration
with equipment providers
and other stakeholders
**led by the electrical service
& maintenance contractor.**



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Onsite standby and emergency power. For everyone.



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Tell us what do you think:

- Concerns with meeting the challenge? The risks?
- Opportunities for the group?
- Future presentations?



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