



Account
Management
Explained!

What does an
Account Manager do?

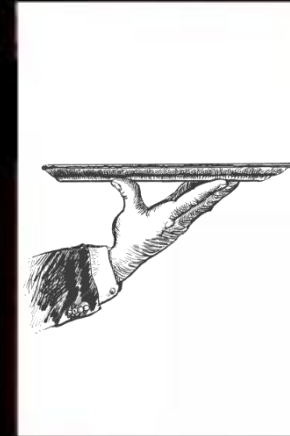
ACCOUNT MANAGER



What my friends think I do.



What my family thinks I do.



What my partners think I do.



What the rest of the organization thinks I do.

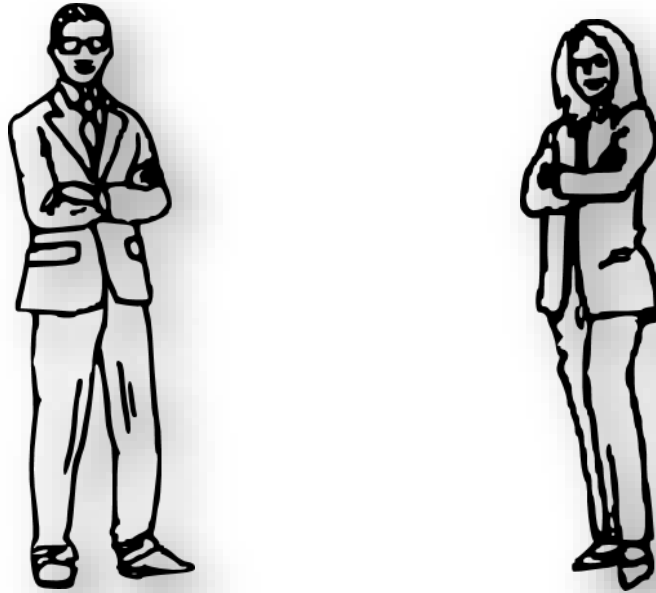


What I think I do.



What I actually do.

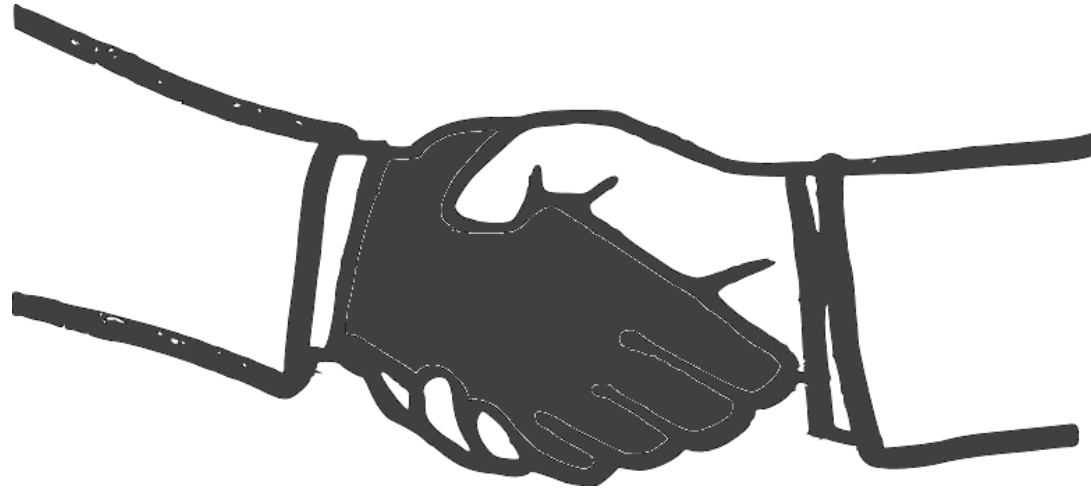
Understanding the elusive creature



Accountious Managimous...

Otherwise know as an **Account Manager**

Once a partner is signed, it is *handed off* to Account Management



Business Development Will Sell The *Dream* (as they should)

THE DREAM

Standardized marketing

Locked in prices

Only core products

REALITY

New marketing approach

Higher prices

Products outside their core services



The partner is then *on-boarded* and set up in the HomeServe process

Introductions

Partner set up

Data to mail customers

Marketing letter approval

Public Relations

Mailing

Account Management

Project Management



After on-boarding, an Account Manager wears many hats

Build relationships



Put out fires



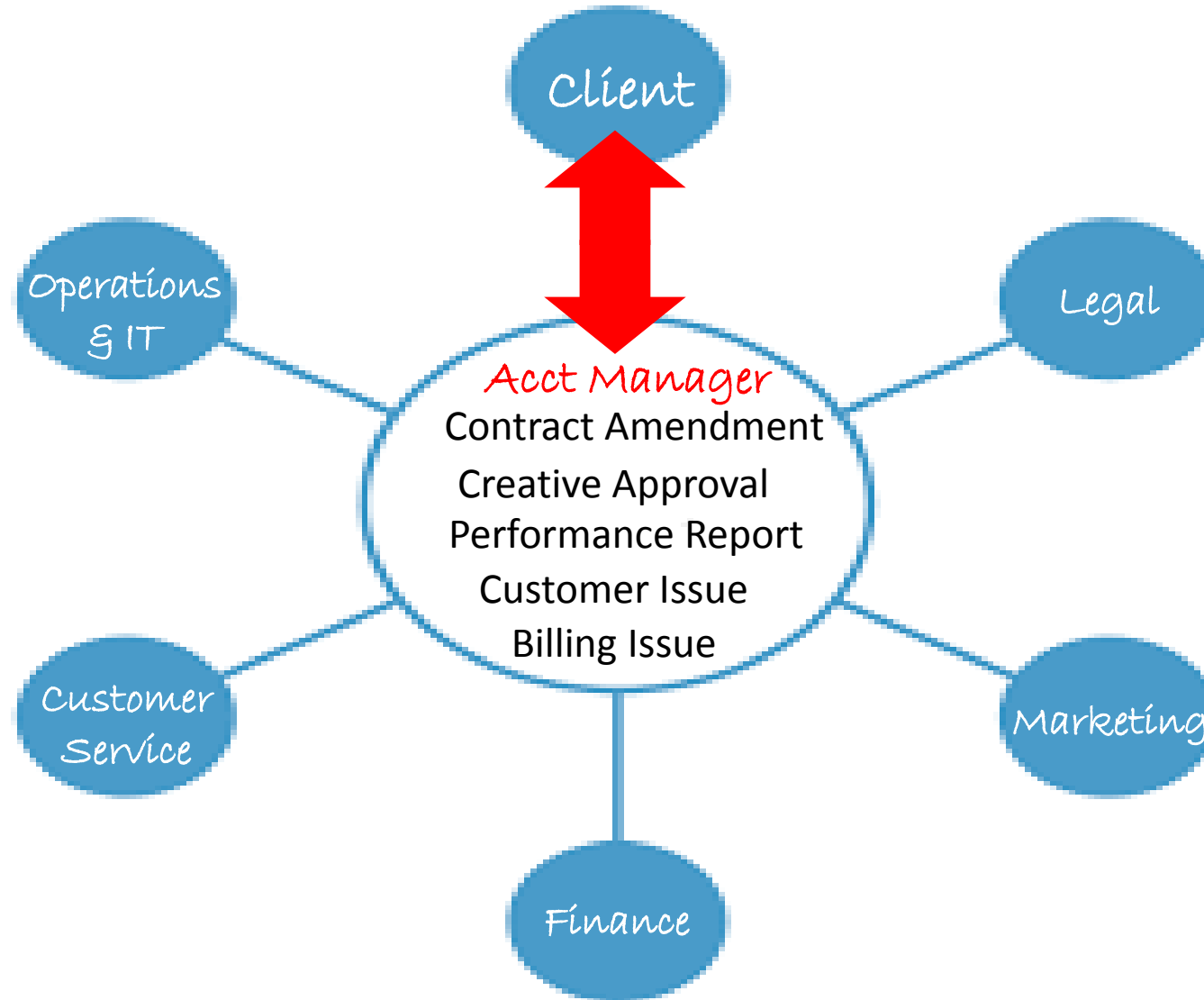
Create opportunities



Protect both brands



And works with *every group* in the organization



Account Management will attempt to make *changes* when needed

New Creative



New Channels



Price Increases

New Products

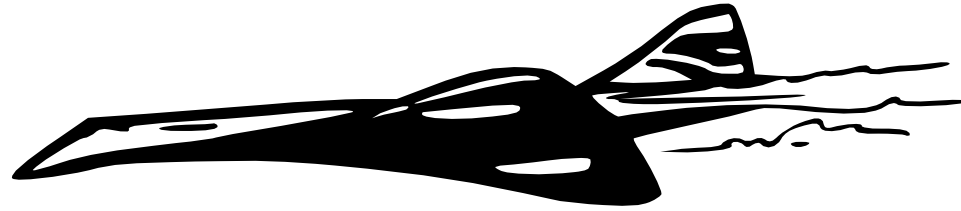
But *motivations* of our partners vary



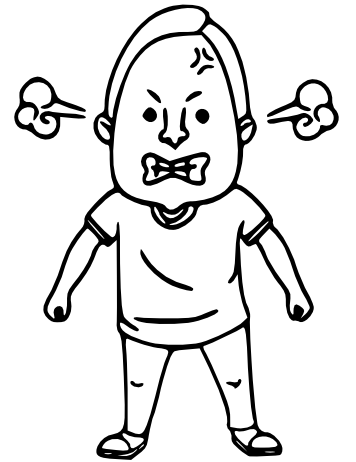
Frequent *communication* is the key



But in-person *visits* are critical to building a *relationship*



And our *relationships* help us navigate challenging times



...and we help *take care* of these things too



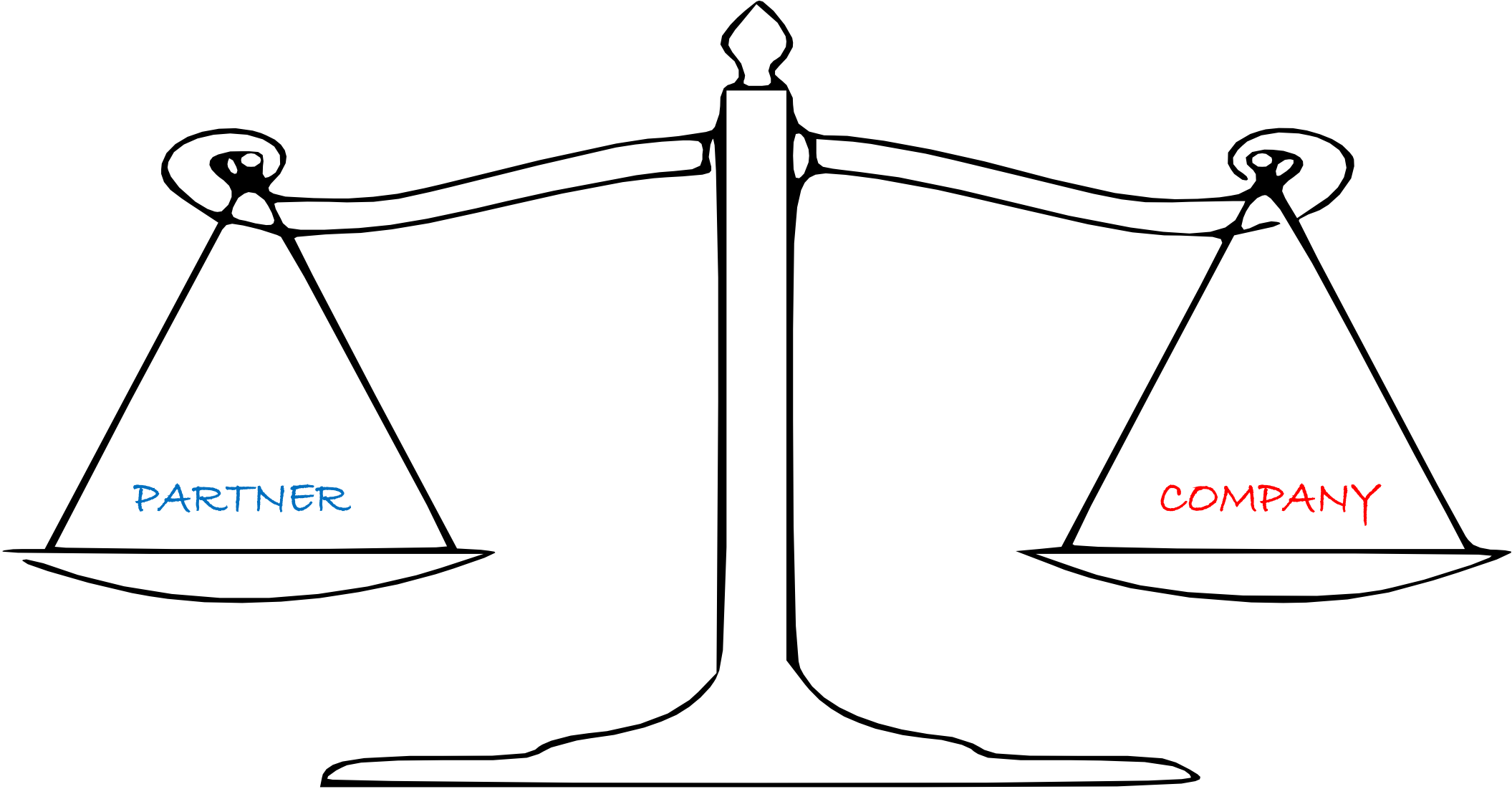
Customer Service



Public Relations



The best account managers achieve *balance*



Especially in *negotiating* marketing materials



For: <<Serv_city>> Natural Gas Consumers

<<Serv_City>> Gas Line Information

Date..... <<XX/XX/XXXX>>

Responsibility..... Confirmed

Status..... Not Covered

RESPONSE REQUESTED WITHIN 30 DAYS

<<MR. SAMPLE A SAMPLE>>
<<MAIL_ADDRESS1>>
<<MAIL_ADDRESS2>>
<<MAIL_CITY, ST ZIP>>



Dear <<Sample_Sample>>,

This letter contains important information for Piedmont Natural Gas customers. The line that runs from the meter outlet connection throughout your property and powers your gas appliances is your responsibility.

As a homeowner, you are responsible for the maintenance and repair or replacement of the lines if a breakdown occurs.

At Piedmont, we're always looking for ways to make your natural gas service easier and more convenient. Gas line repairs can be complex and should be performed by a licensed technician and never by a homeowner. Without this *optional*, non-regulated coverage, you could pay hundreds of dollars in unexpected costs if a breakdown occurs. For only \$5.49 per month—you can enjoy the peace of mind that comes with protection.

As of February 2018, your property is not protected against a gas line breakdown with Gas Line Coverage from HomeServe. This protection provides eligible homeowners up to \$3,000 annually for covered gas line repairs (30-day wait period with a money-back guarantee), with multiple service calls up to the benefit amount.

Important

Your response is necessary to accept coverage. Please respond today by completing and returning the form or calling 1.888.302.0141.

For faster processing of your coverage, visit www.PiedmontRepairPlans.com today.

Sincerely,

John Kitzie
Chief Operating Officer
HomeServe

HomeServe USA Repair Management Corp. ("HomeServe"), with corporate offices located at 601 Merritt 7, 6th Floor, Norwalk, CT 06851, is an *independent company separate from Piedmont Natural Gas* and offers this optional service plan as an authorized representative of the contract issuer, AMT Warranty Corp., 59 Maiden Lane, 43rd Floor, New York, NY 10038. Your choice of whether to participate in this service plan will not affect the price, availability or terms of service from Piedmont Natural Gas.

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Branding

Headlines

Copy



During our visits we'll provide updates and discuss new opportunities

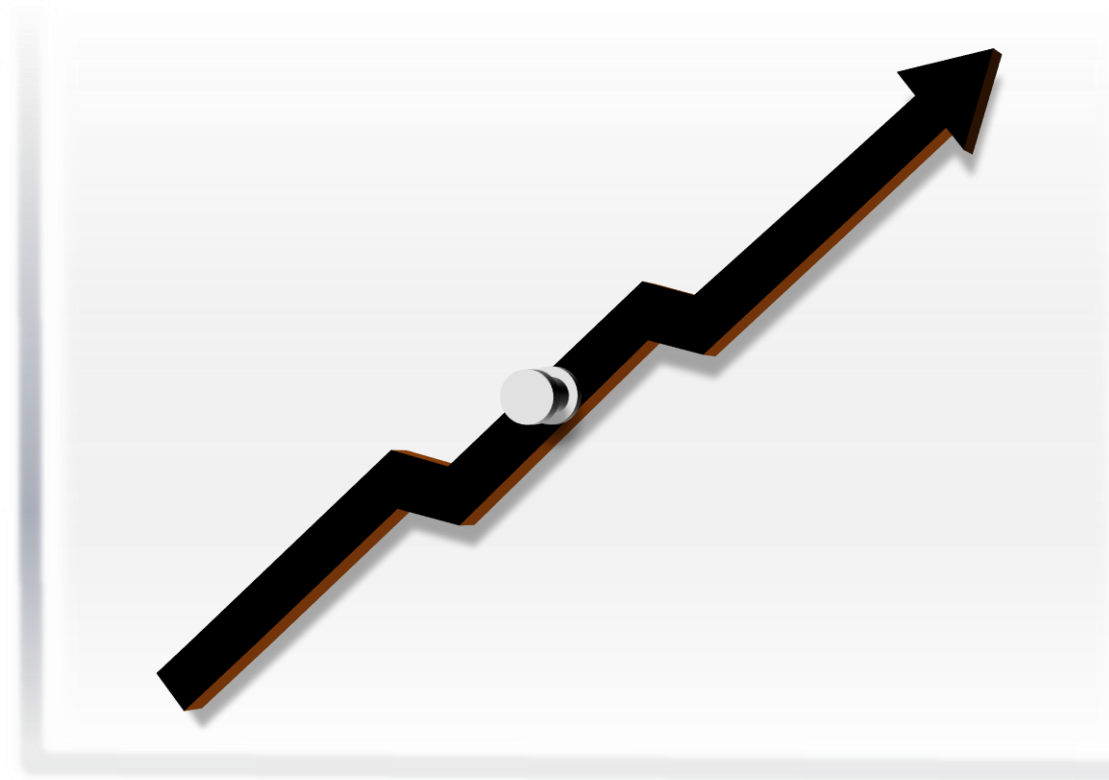
Partnership Overview

Current Results

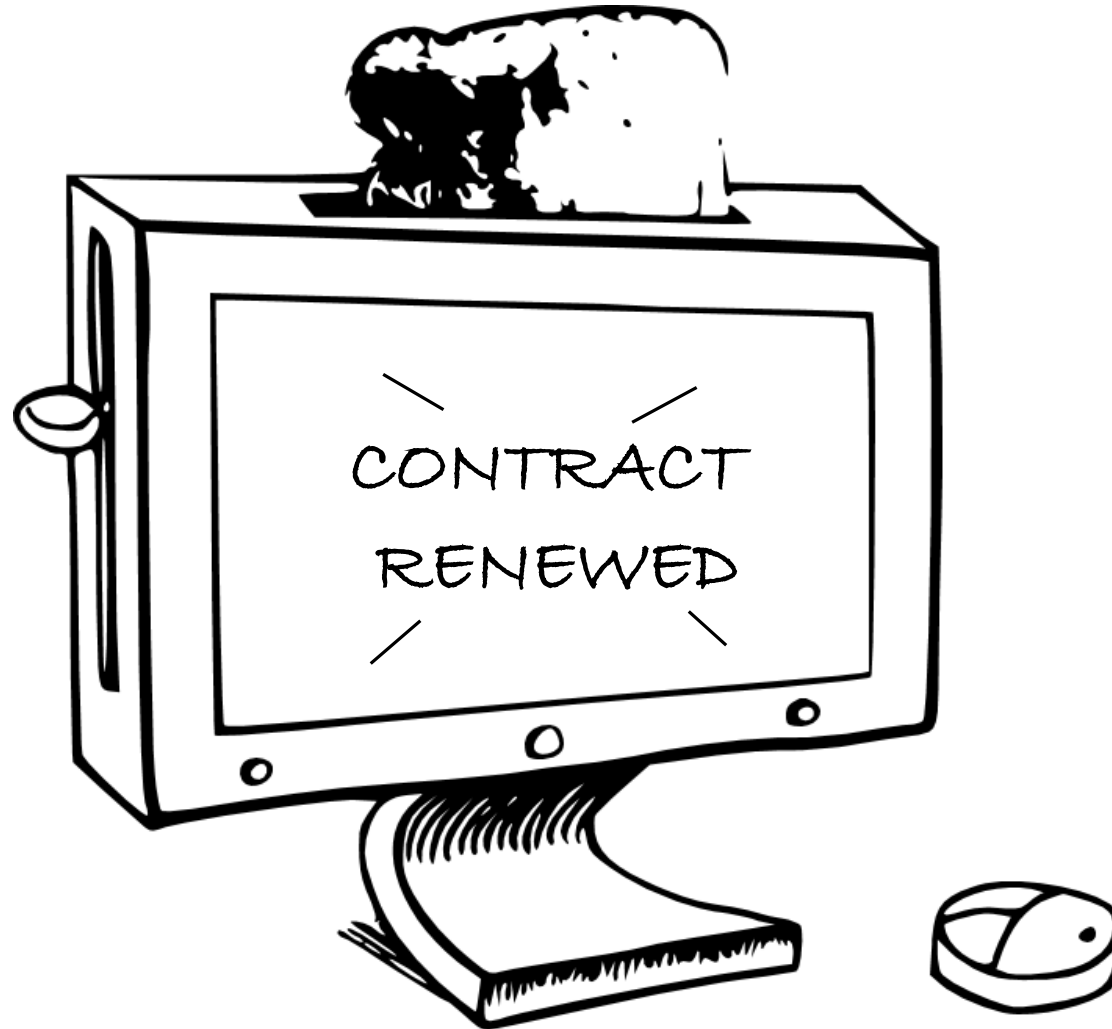
Customer Satisfaction

Opportunities

Overall *performance* of an account is our main goal



And this helps us *retain* the *partner*



In conclusion...

Account Manager

Think Strategically

Build rapport



Discuss Opportunities

visit the partner

