

CONNECTIONS

→ SUMMIT ←

Industrial Client Engagement

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Development Commission

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Carolina



Industrial Client Engagement

Why focus on the Industrial Sector of your customer base?

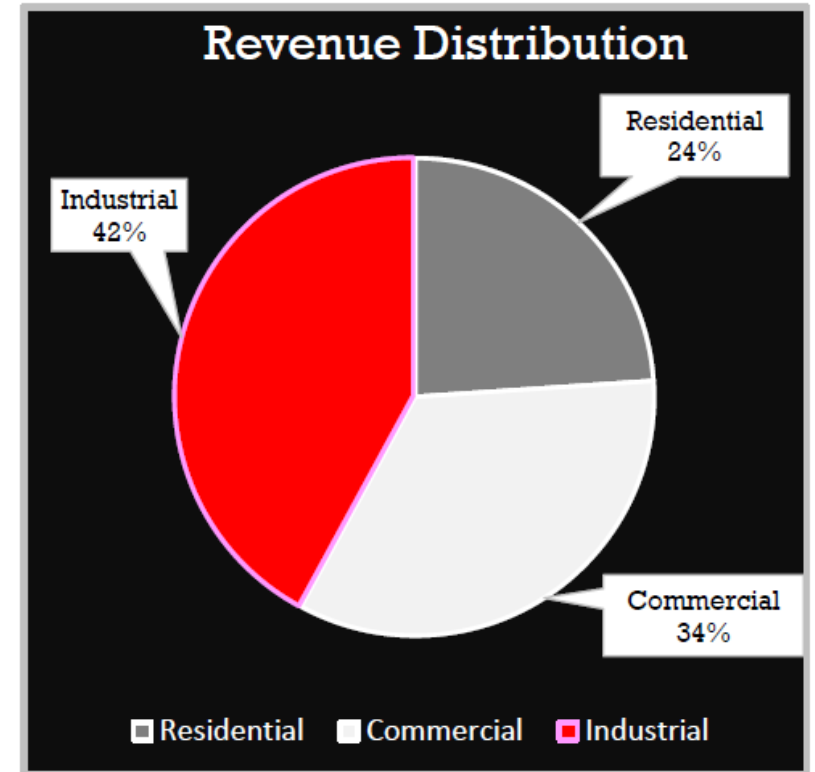
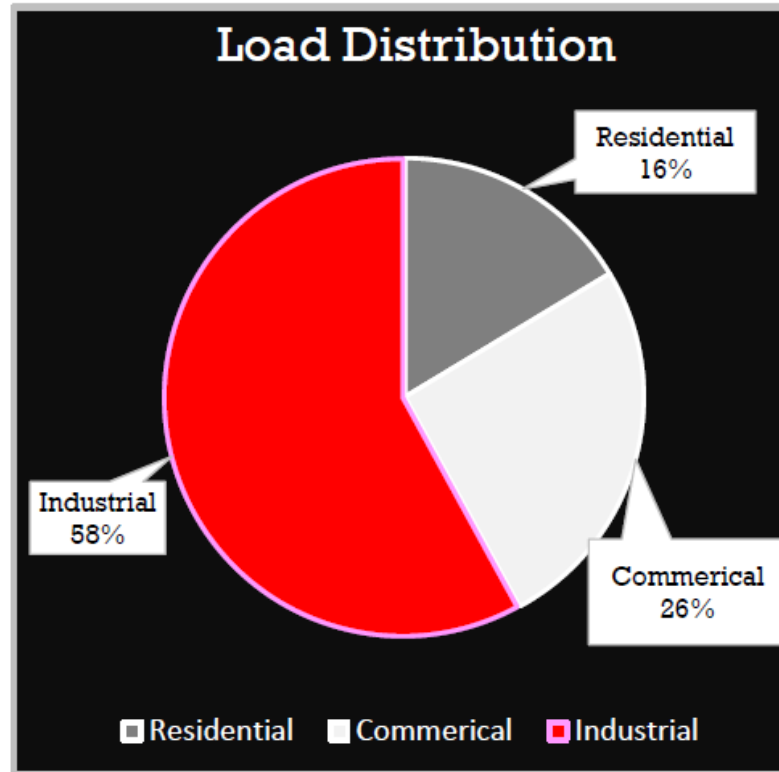
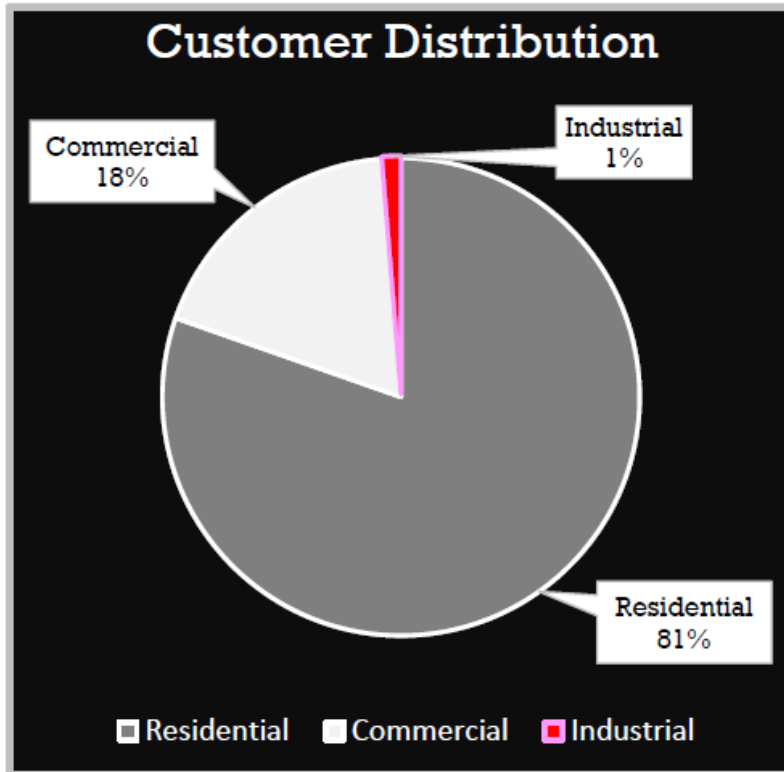
- Small % of customers = Large % of Load & Revenue
 - Monroe example:

11,825 Customers

- 1% of Customers = 58% of Load
- 1% of Customers = 42% of Revenue



Industrial Client Engagement



Industrial Client Engagement

- **Engaging the Industrial Customer:**

- “**All** interaction with the Customer has Benefit”
- **EXAMPLES:**
- Energy Audits
- LED Lighting Rebates
- Power Quality Issues
- Customer Appreciation Events
- Educational Seminars



Industrial Client Engagement

- **Engaging the Industrial Customer:**
- **All** interaction with the Customer has Benefit
 - No better way to learn about the company than “face-to-face” with leadership & decision makers
 - Identify expansion plans
 - Identify hiring needs
 - Identify “HOW” we can help “Solve Problems” and “Achieve Growth/Investment”

Industrial Client Engagement

• Engaging the Industrial Customer:

- Energy Audits
 - Understand & help achieve “Sustainability Goals”
- Power Quality Issues
 - Opportunity to be the HERO
- Lighting Rebates
 - Can't beat showing up with a check-in-hand = \$\$\$\$\$
- Customer Appreciation Events
 - Networking is the Goal



Industrial Client Engagement

- Educational Seminars on Topics Selected by Customers
 - Automation in Manufacturing

Union County Economic Development Growth Enterprise
Existing Industry Seminar Series 2022

Best Practices in Manufacturing Seminar

SPCC's Tyson Center for Technology
3509 Old Charlotte Highway - Monroe, NC

October 19, 2022

7:30 am Registration & Refreshments
8 am - 10 am Program



- 35 Attendees from 20 Companies
- Content Experts from Key Accounts
- **Share Best Practices**
- **Peer Manufacturer Networking**



Industrial Client Engagement

- Industry Appreciation Events
- Annual “Hook & Slice Golf Tournament”
- 25 Years
- 90 golfers from 30 companies
- Company Leaders/Decision Makers
- “Intentional Networking”


You're invited to the
**24th ANNUAL
INDUSTRY APPRECIATION DAY**
Thursday, September 15th

**The
Hook & Slice
XXXIV**

Date: Thursday, September 15th, 2022
Place: Monroe Country Club (US Hwy 601 S.)
Schedule: 11:00a Golf Registration
11:30a Lunch
1:00p Shotgun Start
5:30p Reception
6:00p Golf Awards

Please RSVP by **Tuesday, September 6th**

RSVP by web or scan QR Code:
• www.developunion.com/events
Or by Telephone:
• (704) 282-5780



*There is a maximum number
of golf slots, so RSVP early !!!*



Industrial Client Engagement

- Economic Impact of Customer Engagement:
- Company gains **CONFIDENCE** in the local community as a safe place to do business.



\$30 Million & 50
Jobs



\$27 Million & 100
Jobs



Industrial Client Engagement

- Customer Engagement...

JUST DO IT



Connections Summit Breakout Session #4 Feedback





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