



## TSX Members “Light it Up” with EnergyWare

### Sales Campaigns for 2017 Delivered to 8 TSX Master Agents and their Sales Partners

The TSX Master Agents are innovating their sales and marketing approach by running sales campaigns for selected provider partners this fall. The twist is that those campaigns are delivered exclusively over the 8 Convey master agent portals.

The first campaign to launch was on behalf of EnergyWare. This organization offers a unique value proposition by generating an energy audit to showcase how the conversion to an LED lighting strategy can reduce lighting energy expenses by 75%!



#### How the Convey Campaign Works

The sales campaigns are designed to run for two weeks and have the following components:

- Select a featured provider and service
- Custom email message to invite sales partners to a kick off webinar
- 30-minute introductory webinar hosted by TSX and featuring the provider
- Campaign materials in the member dashboard
- Reminder emails to see the recorded webinar and focus on the provider

#### 2017 Focus

TSX will invite their featured providers to participate in 2017, refine the sales campaign process and gear up for 2018. In 2018, sales partners will have access to additional tools from Convey including the Conduct Campaign Manager to execute and deliver their own marketing campaign to their prospects and customers. These campaigns will be created for the partner and include email messages and a sign up page. The Contact Manager has ListLock technology to protect the partners' prospect or customer list from being viewed or downloaded.