



Become a Preferred Distributor

Becoming a Consumers Energy Distributor gives your company an extra edge against the competition when selling energy efficiency products. We provide numerous benefits to help your business thrive.



Extras

Open up new avenues for your customers to take advantage of our rebates.



Ease

No incentive application is required. Use Program Partner Central to submit transactions and get reimbursed.



Engagement

Get ongoing support from our team to help with your customer pipeline.

Become a Distributor Today

ConsumersEnergy.com/Distributor
BusinessTradeAlly@cmsenergy.com



Consumers Energy

Count on Us®

Additional Benefits for Distributors



Newsletter

Receive the most up-to-date program information as a monthly newsletter subscriber.

Dedicated Consumers Energy Staff Support

Enrolled distributors will have direct access to Consumers Energy staff to act as consistent points of contact. We'll help you navigate any questions, provide support with sales and qualified products lists and assist with point-of-purchase material placement.

Online Tools

Gain access to our Partner Hub, where you'll be able to register as a preferred distributor, download marketing materials, watch training presentations, learn about upcoming events and access many other helpful no-cost resources.

You will also be able to easily verify customer eligibility and receive incentive payments quickly by submitting sales data online through Program Partner Central.

Staff Support Structure

Top performers who achieve sales garnering significant energy savings will be rewarded with operations specialists to help make program participation and the application process even easier.

Support Staff	Support Provided
Three Dedicated Account Managers	<ul style="list-style-type: none"> • Consistent contact • Measure questions • Sales support • POP placement
Three Dedicated Operations Specialists	<ul style="list-style-type: none"> • General line to specialist • Application support • Application status
One Dedicated Senior Account Manager*	<ul style="list-style-type: none"> • Unlimited support • Consistent contact • Walk-throughs with customers • Measure questions • Sales support
Six Dedicated Operations Specialists*	<ul style="list-style-type: none"> • Direct line to the same specialist • No application required • Application status

*Available to distributors whose sales earn energy savings of at least 2,000 MW/h or 15,000 MCF per year.



Take the Next Steps to Become a Preferred Distributor

Visit ConsumersEnergy.com/Distributor or email BusinessTradeAlly@cmsenergy.com