



Become a Trade Ally

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



Education

Receive free trainings on energy efficiency products and programs.



Dedicated Support

Get dedicated support with account managers and operations specialists.



Ease

The online application is free and easy. Visit ConsumersEnergy.com/Application to get started.



Incentives

As a Trade Ally, receive rebates and exclusive bonus opportunities.



Become a Trade Ally Today

ConsumersEnergy.com/Ally
BusinessTradeAlly@cmsenergy.com



Additional Benefits for Trade Allies

Trade Ally Newsletter

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

Online Tools

Gain access to our Partner Hub to register as a Trade Ally, download marketing materials, watch training presentations, learn about upcoming events and many other helpful no-cost resources.

You will also be able to receive incentive payments quickly by submitting or filling out applications online through our application portal.

Consumers Energy Program Website Inclusion

Trade Allies are listed in the “Find a contractor” search at ConsumersEnergy.com/business/energy-efficiency. This visibility on the main landing page for the program puts customers directly in touch with Trade Allies.

Take the Next Steps to Become a Trade Ally



Visit the Partner Hub website to apply.



Attend a Trade Ally training orientation.



Have one project paid per program year.

Visit ConsumersEnergy.com/Application or contact BusinessTradeAlly@cmsenergy.com

Staff Support Structure

Once enrolled as a Trade Ally, you will have access to a variety of dedicated Consumers Energy support staff specialists to help grow your business and make more profit per unit sold. Top performers who achieve installations that garner significant energy savings will be rewarded with additional operations and engineering specialists to help make program participation and the application process even easier.

Support Staff	Support Provided
Six Dedicated Account Managers	<ul style="list-style-type: none">• Consistent contact• Walk-throughs with customers• Measure questions• Sales support
Nine Dedicated Operations Specialists	<ul style="list-style-type: none">• General line to specialist• Application support• Application status
Ten Engineers (Custom) Eight Engineers (Prescriptive)	<ul style="list-style-type: none">• Schedule a walk-through with an engineer• One-on-one consultation with an engineer*• Technical review• RCx• Metering and data review

Support Staff	Support Provided
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—simply drop required documents in SFTP site• Application status

*Available to Trade Allies who achieve energy savings of at least 2,500 MWh or 15,000 MCF per year.