



7 Keys to Making Customer Choice Work

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The Master Key

- > The overall market has to work for a green market to succeed
- > The green market won't work alone
- > Markets need, most of all, **accurate retail prices**

#2 True Retail Pricing

- > Did I mention this?
- > It cannot be over-emphasized

#3 A Little Love Helps

- > Encourage people to choose
 - At least, don't discourage them with difficult sign-up rules and such
- > Adopt rules that encourage new suppliers
 - Uniform business rules
 - Reasonable credit requirements
- > Good information
 - Choice
 - Reliability
 - Environmental benefits of renewables

#4 There is no such thing as a good policy – only a good rule

- > The RPS can help the market (The converse is also true)
- > The RPS can be a mess, too
- > God is in the details, not in the conception
- > Subsidies are nice, but they don't unlock what the master key won't

#5 Competition

- > A variety of competitors

- > Products in
 - Various shades of green, at
 - Various prices

#6 Vibrant Wholesale Markets

- > You can't sell what you can't buy
- > More choices
- > More liquidity
- > More buyers (see previous slide)

#7 The Ultimate Rule

- > Making customer choice requires the same things that make all geologic change occur:
- > TIME, and
- > PRESSURE