



An AEP Company

POWER FORWARDSM

PSO HVAC Distributor Program 2020 HVAC Distributor Application

PSO is pleased to partner with Distributors to stock, promote, and sell energy efficient equipment to generate long-term energy savings for PSO business customers.

Along with this completed application form, we will also need:

- A signed MOU agreement
- Completed Rebate Allocation Request from

Need help? Call **888.776.1366** for assistance.

Submit the completed application via email to Businesses@PowerForwardWithPSO.com or fax to **877.568.2501**.

A. Distributor Information

Distributor Name: _____

Brands: _____

Primary Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Please provide a point of contact for inquiring Service Providers and Customers

Name:	_____
Email address:	_____
Phone:	_____

B. Distributor Payment Information

If different from above, please indicate where rebate payments should be mailed.

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

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C. General Program Design

How much or what percentage of the rebate will be passed along to Service Providers/Customer?

Do you plan to provide any of the rebate amounts to your employees? Yes No

If yes, how much or what percentage will be given?

Do you expect to have any marketing promotions that could help you meet your Program commitments?

If yes, please describe your plans:

D. General Program Design

How much or what percentage of the rebate will be passed along to Service Providers/Customer?

Do you plan to provide any of the rebate amounts to your employees? Yes No

If yes, how much or what percentage will be given?

Do you expect to have any marketing promotions that could help you meet your Program commitments?

If yes, please describe your plans:

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E. Planned Training and Outreach

Outline plans for training or outreach your company plans to provide (in addition to any training provided by the Program) that will contribute to the success of PSO Business Rebates HVAC Midstream program

For Service Providers:	
For Your Internal Staff:	

F. Service Provider Recruitment and Follow-Up

Will you offer the Program to: Your entire Service Providers base or A select group of Service Providers

If you are offering to a select group of Service Providers, by what criteria?

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How do you plan to generate initial interest among your Service Providers, and what role will your Territory Managers play in getting Service Providers interested?

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How do you plan to follow-up with your Service Providers to ensure that they submit qualifying equipment to you on a regular basis, and what role will your TMs play in this follow-up?

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G. Online Rebate Application Center Credentials

User information needed to create profiles and login credentials for www.psomidstream.com.

First Name:	_____	Last Name:	_____
Email address:	_____		
Phone:	_____		

First Name:	_____	Last Name:	_____
Email address:	_____		
Phone:	_____		

First Name:	_____	Last Name:	_____
Email address:	_____		
Phone:	_____		

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