

# From the Desk of Mark Newsome

September 28, 2018

## Ultimate Sales Machine, Part II

The [TEGG Key Strategic Essentials](#) were established to help every TEGG franchise grow their business. We aim to illustrate how each essential can help you do that through implementation of the TEGG system. In this month's feature, we will spotlight "*Utilize Bundled Energy Solutions (BES) Connect*" and "*Leverage Cross-Sell Opportunities with ABM and TEGG*" to help you succeed in becoming the **Ultimate Sales Machine**.

### Grow Your TEGG Business – Ultimate Sales Machine

#### *Utilize Bundled Energy Solutions (BES) Connect and Leverage Cross-Sell Opportunities with ABM and TEGG*

As trusted advisors in our partnerships with clients, it's important that we have the ability to offer complete facility solutions. When a service is outside of our area of expertise, there's a good chance that we could meet those needs by partnering with another TEGG contractor or Linc Service contractor.

The benefits of utilizing BES Connect was recently exemplified during a project with the [City of Fremont, Ohio](#), which included a collaboration between Linc Service franchises, ABM Building Solutions – Columbus and Campbell, Inc.

The city, a client of Campbell, Inc., for two years, contacted the company after a boiler and chiller failed. After talking with city officials, Campbell, Inc., reached out to ABM Building Solutions – Columbus, to provide the city with a more comprehensive solution than they could offer alone. Now, the city is on track to save more than \$12 million in energy and operation savings, while doing business with both ABM Building Solutions – Columbus, and Campbell, Inc.

In another example, ABM Building Solutions – Detroit, a Linc Service contractor, and Turner Electrical Services, LLC, a TEGG contractor, showcased the benefit of cross-selling for not just their respective companies, but also for the client. The two came together to offer the [Detroit Skating Club](#) a comprehensive solution when updating its electrical system.

The club had been a client of ABM Building Solutions – Detroit for about eight years. When approached about helping with the electrical system update, ABM Building Solutions – Detroit realized the club would be better served by Turner Electrical Services, LLC., which was able to meet the client's needs.

Chad Turner, President of Turner Electrical Systems, summed it up perfectly, when he said, "Working with others in the network does a couple of things – it allows us to expand our service area and offerings, without much additional overhead. It also gives our ABM partners the ability to take on larger projects, without adding additional personnel or equipment, while allowing each of us to assist our clients in ways we may not be able to individually."

Take full advantage of the network and its capabilities. By working together, we can all see our business and offerings grow.



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