



## Segment Guides™

Segment Guides™ is a licensed online database that provides energy professionals with the jargon, yardsticks, and sound bites they need to establish credibility with their prospects and customers. Connecting the dots between energy projects and non-utility-cost financial and non-financial benefits is an important dimension of this database. With Segment Guides™, energy professionals will find it easier to open a conversation, or revitalize a stalled one, with confidence.

**Segment Guides™ currently features insights, jargon, yardsticks, and success stories for 24 segments:**

- Bakery Goods & Snack Processing
- Biotechnology & Laboratories
- Colleges / Universities
- Commercial Real Estate
- Dairy
- Data Centers
- Electrification
- Government
- Greenhouses
- Grocery
- Healthcare
- Hospitality
- K-12 Schools
- Large Assembly
- Manufacturing
- Meat & Poultry
- Parking Garages/Lots
- Residential
- Restaurant
- Retail
- Senior Living
- Service Retail
- Warehouses & Cold Storage
- Water / Wastewater

**Bonus: Digits to Widgets worksheet for help reframing savings using a prospect's own yardsticks.**