



here's a warm, genuine personality to the century-old building in downtown Dallas that serves as Ambit Energy's headquarters. Maybe because it's a centerpiece of Dallas's historic West End district. Maybe it's the rough red brick or the classic hardwood floors that quietly creak as you walk. But it's something you can almost feel.

It's rooted and humble. It's solid and comfortable. It feels like a home.

The 13-year-old energy company is a remarkable success story, reaching \$1 billion in revenue in just seven years. Now, the company offers energy services in 16 states and the District of Columbia, Japan and Alberta, Canada. At the core of Ambit's success are many of the characteristics you find in the building it calls home.

"Never sacrifice integrity for growth" has been a company mantra from day one, and it's clearly displayed at eye level against the old brick at headquarters. Ambit never set out to be the biggest energy company in the world—just the finest and most-respected. However, that commitment to values is a major reason why Ambit is the largest direct seller of energy in the world.



A recurring theme for you this year is "getting back to basics." What does that mean to you and to the company? How can Consultants embrace this idea as they build their businesses?

Jere: Ambit is built on simple, unchanging values. Trust, integrity, honesty, loyalty, hard work and service. When you center yourself and your business around those principles, I truly believe success will come your way. Not always easily or quickly, but it will be all the more rewarding when it does.

**Chris:** I am a big believer in the power of the story. Your "Why" is your story. It's what motivates and drives you and sharing it is what will inspire others to share in your journey forward. But it's not enough to just tell it. You've got to live it! Demonstrate the values and truths that motivate you in every interaction you have with people. That's how your enthusiasm becomes infectious.

As a company, Ambit is always looking to innovate through programs and product offerings that help customers simplify and save. What's next?

Jere: We've introduced our Ambit Wholesale Club in Texas, which allows people to buy energy at wholesale prices. We're always looking for new ways to innovate in every market. Chris: We're excited about some of the opportunities we see in the large commercial space, and we are always tweaking and refining products to deal with changing regulations and new competitive challenges. Of course, there's a lot going on we can't talk about yet—today's casual "what if we" is tomorrow's next big thing!

Energy deregulation is a bit of a moving target. Are there any new markets you can tell us about? How do you decide which markets will be most advantageous for Ambit and for the Consultants?

Jere: The constantly changing state of the market makes it very hard to predict. As soon as we think the market has matured and we're settled in, an opportunity like Japan or Canada appears. But I can say that any decision we make will be driven by our top two priorities: our customers and our Consultants.

Chris: For us, it's not just a question of whether or not a market is deregulated. It's whether or not it's right for our relationship-based marketing model. Whether it's a new domestic market or an international one, our due diligence can take years to perform. We are always looking for new markets, but we will never expand for expansion's sake. Our goal is always to maximize the opportunities for success for our current and potential Consultants.

What advice do you have for Consultants looking to grow their businesses both domestically and abroad?

Jere: The first step is to get certified in the market you want to be in. Certification is readily available through PowerZone and prepares you to be active in a specific market. Then, start building your list. Attend events, network, get on social media, do what's worked for you in the past.

**Chris:** After you've been certified you need to develop a deep contact list. The best way to do that is to ask people you know who they know in a new market. Referrals are how we have launched every market in Ambit after Texas. When we launched New York in 2007, it was by accumulating New York contacts from our existing team in Texas. We launched Japan the same way.

Customer and Consultant support is a key differentiator for Ambit. Why does the company invest so much in tools and ongoing support? How does that help foster ongoing success?

Jere: Our customers and Consultants drive our success. Providing them with the support they need is just smart business and our return on our investment is massive. We're proud that our support team has been recognized multiple times for its excellence. It's one of the things that truly sets Ambit apart.

Chris: Innovative products and our relationship marketing are great, but we have to back them up. Relationship marketing means that our Consultants have to have the tools to work with customers. And when their customers work with Ambit, we have to be aware we're working with somebody's friend, relative or coworker. That means treating them like OUR friend, relative or coworker.

### INVESTING IN PEOPLE

Ambit's Co-Founders, Chief Executive Officer Jere Thompson, Jr. and Chief Marketing Officer Chris Chambless, believe in investing in people and systems. That's why the executive team still sits behind humble \$19 folding tables in an open setting.

Jere explains, "We've never deviated from the culture we created in the beginning of being available, accessible, transparent and constantly communicating with each other."

Traditions are as important as values to the Co-Founders. "Part of our process has been to purposefully hold on to things that made us who we are today while we evolve to meet changing market trends," says Chris.

Ambit developed their systems from scratch to give them the ability to take on waves of customers and stay ahead of the changing energy industry curve.

The company believes in pouring value into the lives of hundreds of thousands of Independent Consultants who serve as the company's marketing arm. Ambit Consultants have the opportunity to build a business of passive income without selling products or keeping an inventory. They simply help people make the most of a service they are already using every day.

### **GETTING BACK TO BASICS**

Ambit was built on a strategy of empowering Consultants to gather customers they know, love and trust then helping others do the same thing. Now, 13 years into the business, Ambit remains committed to the proven system that created a \$1.3 billion industrychanging enterprise.

Consultants know that system as 5-2-6. It simply means gathering five customers, personally sponsoring two Consultants into the business and building a team of six Consultants. It works because it's simple to teach and duplicate.

The 5-2-6 system has proven successful even through changes in the energy market and many market expansions. The executive team strongly encourages and fosters this back-to-basics approach which will allow Consultants to build and retain at a steady pace.

"Why change from what works?" says Chris.
"Our system allows Consultants to achieve through the replication of these simple steps.
There are tools in place and support available.
When you stick with the basics, it sets you up for success."

Even though the Co-Founders are respectful of past traditions, they are also mindful of the future. "We're continually looking at what's next. We anticipate what's coming around the bend and keep asking ourselves, 'A year from now, what will we wish we had started today?" Jere says.

Even though technology may change, the heart of the business never does. As Jere explains, "We stay focused on what we do best. It allows us to embrace the future while honoring the traditions that got us here."

### **CUTTING-EDGE TOOLS**

Because of Ambit's focus on providing powerful business-building tools and leveraging the latest technology, Consultants are equipped with a robust online back office, powerful business presentation videos, customer websites and state-of-the-art digital tools.

Customers can be enrolled online in minutes from a laptop, tablet or phone.

Consultants can work the business from anywhere and are always equipped with the tools and support needed to succeed. This is why many Consultants say they don't go out to work their Ambit business but work their Ambit business while they're out.

### EXPLORING THE ENERGY FRONTIER

Ambit has always had its thumb on the pulse of the U.S. energy deregulation market, routinely expanding domestically. But the past two years have been huge for international expansion. In 2017, Ambit expanded to Japan with a potential 80 million customers, nearly doubling its previous market potential. It was a new culture, new language and new way of doing business, but the move continues to pay off.

"The customer enrollments Ambit saw in Japan's first eight months exceeded customer enrollments we had in our first year in the United States," Chris says.

Ambit Energy Japan has its own customer support center and annual convention. Any Consultant certified to enroll customers in Japan can build a business in the country, even from the United States.

Likewise, the expansion to Canada launched in 2017 with the Alberta market. With fewer cultural barriers and market differences than Japan, the Canadian launch was much more streamlined.

These global expansions give Consultants the ability to build an international business right from their home. As more states and countries move toward energy deregulation, Ambit will still be rooted in the values that allowed them to grow and create a brand Consultants and customers are proud to build together.

"We want Consultants to feel like Ambit is their company," Chris says. "That's what we've always wanted—to have the Ambit story be a launching pad for other individual success stories. That's what it's all about." ■



# PHOTOGRAPHY © ERICH SCHLEGEL

# PERSISTANCE PAYS

MARIA GOMEZ is enjoying the results of years of hard work and patience.

**RANK / EXECUTIVE CONSULTANT** 

**HOME / TEXAS** 

WORDS OF WISDOM / NO PRICE IS TOO HIGH TO PAY FOR THE PRIVILEGE OF OWNING YOURSELF.

# "Nothing compares to the value of becoming a better version of yourself." -MARIA GOMEZ

aria Gomez found love, family and friends with Ambit Energy. Before Ambit, she was a successful marketing

Consultant but was a slave to her schedule.

"The price I had to pay was being unable to control my time," she says. "I knew I wanted the freedom while being productive. I just didn't know how."

An Executive Consultant with Ambit, Maria has hosted many events and spoken in front of thousands of Consultants. She hosts weekly team conference calls in Spanish and pours herself into her team as much as possible to help train the next generation of leaders. She also credits much of her success to attending company events where she learns from other leaders in an infectious, positive atmosphere.

"Imagine the energy of thousands of people together, thirsty for knowledge and growth," Maria says of Ambit events. "It is something people have to experience for themselves."

The business-building tools Ambit provides Consultants help Maria grow her business from anywhere while simply showing other Consultants how to do the same thing. "Our systems are very user-friendly, even people with limited tech skills can use them," she says. "We have all the information we need at our fingertips. I can take my tablet or phone out and enroll a customer within five minutes."

When she began building her business in Texas knowing little English, Maria had to learn patience and persistence. Those lessons taught her not to quit and how to take care of herself so she could help others in return. Today, her favorite part of the business is meeting like-minded people and building lasting relationships.

"Nothing compares to the value of becoming a better version of yourself," Maria says of the Ambit experience. "It will attract real connections to your life and help filter those that no longer serve your growth."





AMBIT ENERGY CONTINUES TO LEAD THE WAY IN GLOBAL ENERGY DEREGULATION

by David Lee



ust about everything in your home is adversely affected during a power outage: lights, heating and air conditioning, your appliances, TV, Internet, charging stations—just to name a few. It makes you realize just how vital energy is to everyday life.

Energy is an essential service that everyone uses every second of every day. The opportunity to earn money each time people use electricity or natural gas is like owning your own tollbooth on an energy meter.

That's why Ambit Energy is such a massive business opportunity during this age of global deregulation of energy. Independent Consultants at Ambit can earn a monthly passive income simply by helping people with their energy bill—something they have to pay each month.

"Energy is the perfect product, because it's a service that's subconsciously purchased and habitually used," explains Darrell Starkweather, Vice President of Field Development and Support for Ambit Energy. "The great thing about our product is everybody needs it. So, as an Ambit Independent Consultant, you don't have to convince people of its value. You're selling something everyone is already conditioned to buy!"



### A GLOBAL POWERHOUSE

Ambit offers residential and commercial energy service to 16 states and the District of Columbia in the U.S., plus Japan and Alberta, Canada. Since 2006, Ambit has positioned itself as a leader in the shifting global energy market. From day one, Ambit's mission was to be the most respected and most reliable energy provider—not necessarily the largest or the fastest-growing.

Because Ambit focused on integrity and reputation, growth was an inevitable byproduct. Today, the company is the largest direct seller of energy in the world.

Much of Ambit's incredible success comes from a laser-focus on energy and the ability to nimbly adjust to whatever the future holds for the industry. Because energy is a service and not a product, being an Ambit Independent Consultant means owning your own home

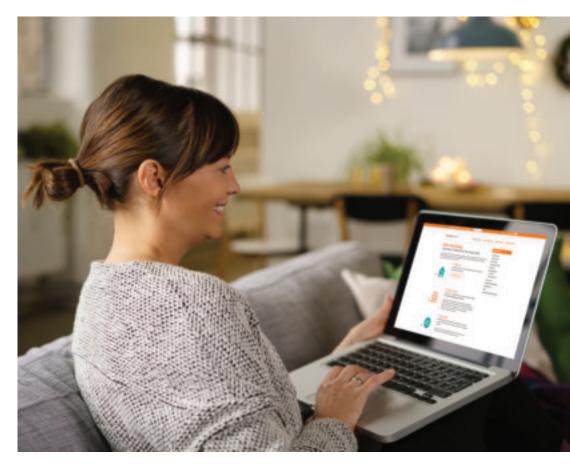


TEXAS CUSTOMERS WITH AN ALEXA DEVICE CAN ENABLE
THE SPARK SKILL AND ASK
ALEXA TO UPDATE THEM ON
THEIR ACCOUNT, TRACK
THEIR USAGE AND EVEN
HEAR ENERGY JOKES.

business without having to sell products, stock an inventory, collect payments or deliver orders.

Consultants don't have to convince people that they need energy or teach them how to use it. And they certainly don't have to turn over square footage in their home to boxes of products they are hoping to eventually sell.

"People don't have to think about whether they want to buy energy," Darrell says. "It's not a conscious thought or decision they make each month. It's one of the most critical recurring bills people pay."



### **POWERFUL TOOLS**

Ambit built its customer base on the idea that loyal customers are best acquired through Independent Consultants who gather customers from amongst their friends and family. Customers are extended family—providing award-winning customer support and management tools is vital to the company's success.

Ambit has earned multiple JD Power & Associates awards for customer satisfaction in multiple states. The Customer Care team is highly trained to not only answer questions but to understand a customer's individual needs based on where they live.

Customers can also utilize the **MyAmbit Account** online system. Depending on their market, they can make changes to their account, review their bill and usage history, check current rates or report outages or other service issues.

THE APTLY NAMED FREE

ENERGY PROGRAM AFFORDS

ANY AMBIT CUSTOMER THE

OPPORTUNITY TO EARN FREE

ENERGY EACH MONTH

JUST BY REFERRING 15 PEOPLE

TO THE SERVICE.

"Our goal is to make it simple and convenient for our customers to manage their accounts," says Chris Chambless, Co-Founder and Chief Marketing Officer. "We are focused on continuing to improve resources for customers across all markets in the U.S., and this mobile technology helps us to remain at the forefront of the energy industry."

Another one of those resources is the Amazon Alexa skill called **The Spark**. Texas customers with an Alexa device can enable The Spark skill and ask Alexa to update them on their account, track their usage and even hear energy jokes.

The aptly named **Free Energy** program affords any Ambit customer the opportunity to earn free energy each month just by referring 15 people to the service. As long as they maintain 15 active customer referrals, Ambit will give that customer a credit equal to the average cost of their referrals' bills. This program has been a differentiator for Ambit since its launch over a decade ago.

### TAILOR MADE FOR YOU

Ambit makes it simple for customers to find the right energy plan no matter where they live. Because states and markets operate differently, Ambit provides market-specific plans such as lower fixed rates, guaranteed savings plans, green energy plans or flexible variable plans.

"We carefully tailor our offerings to meet the needs of each of our markets," Darrell says. "Plus, no matter where they live, everyone receives exceptional customer service through their Ambit Independent Consultant whom they know personally or from the agents in our Customer Care Call Center."

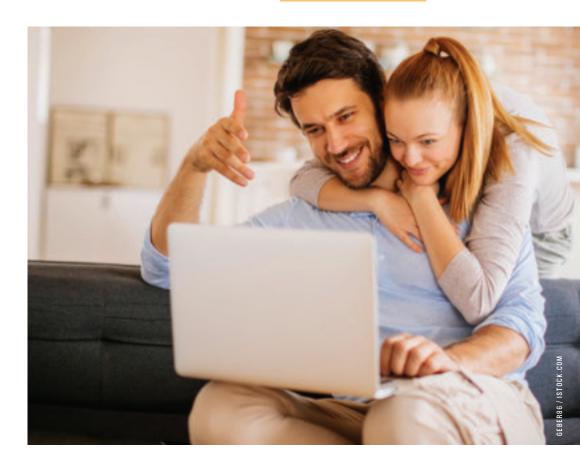
Ambit's **Guaranteed Savings Plan** has become a gold standard in some markets, even being used as an example for other retail energy

AMBIT MAKES IT SIMPLE FOR

CUSTOMERS TO FIND THE

RIGHT ENERGY PLAN NO MATTER

WHERE THEY LIVE.







THE AMBIT WHOLESALE CLUB

IS ANOTHER SPECIAL PLAN

FOR TEXAS RESIDENTIAL

CUSTOMERS TO ACCESS

REAL-TIME MARKET

WHOLESALE PRICES FOR A

MONTHLY MEMBERSHIP FEE.

providers to follow. Customers are guaranteed to pay less than the incumbent provider over the course of the plan.

The **Ambit Wholesale Club** is another special plan for Texas residential customers to access real-time market wholesale prices for a monthly membership fee. Customers can check market rates any time and adjust their energy usage accordingly.

### SHINING BRIGHT

Solar power is another innovative way Ambit is anticipating future demand. Ambit has partnered with Sunrun, a leading solar provider, to offer customers the opportunity to sign up for solar energy plans.

As Darrell explains, "Solar energy appeals to a wide range of people. We're excited to partner with such an innovative company. We always have our eye on emerging trends and technology. And we will continue to deliver those options to our customers."

As more states and countries move towards deregulation, Ambit is uniquely poised to lead the way as the gold-standard for opportunity, integrity, value and innovation.

# SUPPORTING SUCCESS ON THE GO

Ambit Energy's custom tools and support systems empower Consultants to build their business from anywhere

by DAVID LEE

he freedom to build a business from anywhere on your own time with built-in support and custom mobile tools at your fingertips might seem too good to be true. Ambit Energy's field of Independent Consultants will tell you it's not, because that's exactly how they build their businesses as mobile entrepreneurs.

From day one, Ambit has focused its investments on two things: people and systems. That's why Consultants are equipped with the latest, most relevant business-building tools. Because Consultants market electricity and natural gas services, there are no products to sell, no inventory to manage and no deliveries to make.

The business can be run with a laptop, tablet or phone to enroll customers or Consultants, show the business opportunity video, pull up business reports and access training videos. All these digital tools are built from scratch with the ability to customize them to a Consultant's individual needs.

"Some of our most successful Consultants will tell you they don't go out to build Ambit, they build Ambit while they're out," says Eric Johnstone, Vice President of Marketing & Field Services. "We have become a much more mobile society, so we want to make sure our Consultants have the tools they need right at their fingertips."





a much more mobile society, so we want to make sure our Consultants have the tools they need right at their fingertips."

-ERIC JOHNSTONE, VICE PRESIDENT OF MARKETING & FIELD SERVICES

### **ONE-STOP-SHOP BACK OFFICE**

PowerZone is the robust online back office where Consultants can customize their experience based on what's most relevant to their business. Widgets can be moved around the main dashboard, giving Consultants quick views and access to the information that's most important to them.

It includes complete customer status reports, promotional bonus requirements, training videos and all necessary certifications. Consultants can also access the Ambit Store from PowerZone, which is a complete resource for marketing tools, business cards, banners, branded apparel and more.

Consultants appreciate the convenience. As Executive Consultant Cory Helms says, "Having pretty much every tool you would need in one place has been indispensable. It's very efficient to be able to quickly access all the necessary links, documents and business presentations."

It's a sentiment echoed by Executive Consultant Jay Sanborn. "There is nothing our software and our back office cannot do or provide for our daily operating needs. It is everything we need and more."

### A PRACTICAL APP-LICATION

The MyAmbitBusiness Consultant app is a power-packed comprehensive tool that serves as a business tracker, presentation device, business card, training center and more. It

goes wherever the Consultant goes, and it works with both Android and iOS devices. Once a Consultant downloads the app and signs in with his or her credentials, it's ready to go.

"Everything they need to run a successful business is right there," Eric says. "Business presentations, training videos, customer and Consultant enrollment and access to PowerZone are all just a tap away. Perhaps the most exciting part of the app is the QR business card. Consultants can share this virtual business card with prospective Consultants which sends them the link for the six-minute Ambit Opportunity video."

The app sets Consultants up for success. "It's a great resource to easily share the Ambit Energy Opportunity," according to Executive Consultant Alan Johnston. Executive Consultant Holly Martin loves that the app allows her to tend to essential business functions anytime, anywhere. "I can literally run my business right from my smartphone," she says.

Ambit even developed an Amazon Alexa skill for Consultants to quickly access up-to-date business information. It's tied directly to their PowerZone login credentials. Consultants simply say "Alexa, ask PowerZone..." to enable the skill. Alexa can update Consultants on their current customer statistics, the requirements they need in order to promote to the next level and more.

#### LIVE. CUSTOMIZED SUPPORT

All Ambit Consultants have access to a live Consultant Support agent six days a week. Each agent goes through extensive training to understand all aspects of the business and common Consultant questions. They are also trained to support Consultants at different experience levels since different questions or issues can arise as someone promotes to a higher Consultant status.

Quality and engagement are valued more than the volume of calls. Consultant Support is not just there to answer questions but also to understand the specific needs and growth of each Consultant. "We really focus on the quality of each call and whether or not the Consultant on the line received the best



experience possible," Eric says. "We want the agent to stay on the phone as long as needed in order to help the Consultant."

Once someone promotes to Executive
Consultant, which is the second-highest
leadership level, they are assigned a VIP
Account Manager who is highly trained to
handle this unique position. This allows a
Consultant to develop a working relationship
with their VIP Account Manager. "We
implemented this program to provide the
highest level of service to our leaders, allowing
them to build an ongoing rapport with their VIP
Account Manager," Eric adds.

The Ambit corporate support staff is always listening to the field to improve the tools and support based on what is happening in the market. Operating in 16 states plus the District of Columbia and three countries means that different certifications, training, tools and support may be needed. Many corporate staff members attend Consultant presentations and trainings to learn what Consultants experience firsthand.

"We understand that if you want to create better tools, you need to listen to your leaders and understand what is working and not working for them," Eric says. "Developing and maintaining these open lines of communication between the field and corporate has been critical to our success, and we will continue to look for new ways to collect and implement this feedback moving forward."



# ALL-AMERICAN SUCCESS

MARCIA SANTOS has gone from immigrant to housekeeper to full-time home business owner.

RANK / EXECUTIVE CONSULTANT
HOME / FLORIDA
WORDS OF WISDOM / YOU WILL
NEVER GET WHERE YOUR MIND

HASN'T BEEN YET.

### "Ambit is not just a job. It is also a family." - MARCIA SANTOS



arcia Santos grew up in a small town in Brazil. She came to America just four years ago and didn't speak any

English. While working as a housekeeper in Massachusetts, Marcia began having pain in her knee, but didn't have time to see a doctor.

She was introduced to Ambit Energy after about two years of living in the United States. "I saw an opportunity I couldn't imagine was even possible for me without speaking any English," Marcia says. "I wanted to have more time to spend with my family because I was working nonstop as a housekeeper."

Once she finally carved out some free time with her Ambit business, she went to the doctor to find out there was a benign tumor in her knee causing all that pain. Despite that setback, Marcia was able to continue building her business from home while recovering from surgery. "Since then, I've been working full time with Ambit," she says. "I'm not saying that it is easy, but it's worth it!"

Now an Executive Consultant, the company's second-highest leadership level, Marcia credits her success to her daily focus and desire to help her team reach their goals. She trains her team each week and counts her daughter as one of her biggest success stories. "Today, she is a Senior Consultant and already knows the value Ambit brings to our lives. I don't do Ambit only for myself—I do it for my team. too."

Thanks to the residual income she has built, Marcia has accomplished her goal of moving to Florida. She has also earned several vacation incentive trips with Ambit where she built lasting relationships and learned invaluable lessons from her mentors. "Ambit is not just a job. It is also a family. One of the things that made a difference to me is knowing that God is always in first place at this company."



by DAVID LEE

AMBIT ENERGY'S EVENTS AND POPULAR INCENTIVE TRIPS CREATE CULTURE AND ATMOSPHERE.





### "AMBITION offers an unparalleled experience to learn from the best leaders in Ambit."

-DARRELL STARKWEATHER, VICE PRESIDENT OF FIELD DEVELOPMENT & SUPPORT

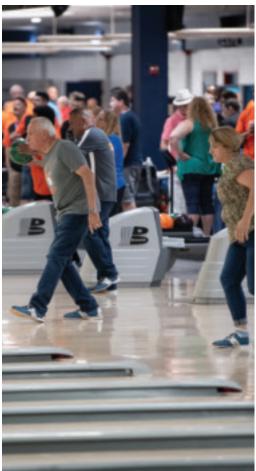
### EVEN THOUGH AMBIT ENERGY CONSULTANTS HAVE THE FREEDOM TO BUILD A BUSINESS FROM ANYWHERE,

physical events, live trainings and incentive vacations are still invaluable. These events bring Consultants together with corporate leaders to build relationships, share ideas and tips, develop culture and bring value to each other face-to-face that just can't be duplicated any other way.

Ambit puts on two main corporate events per year, both drawing thousands of Consultants from across the country. AMBITION is the company's annual conference in Dallas. It's a four-day production filled with charity events, training from outstanding Consultants, networking, world-famous speakers, parties and plenty of awards.

"Consultants come to Dallas from all over the world to hear inspirational stories from fellow Consultants and hear words of





wisdom from Ambit's Co-Founders," says
Darrell Starkweather, Vice President of Field
Development & Support. "AMBITION offers
an unparalleled experience to learn from the
best leaders in Ambit, surround yourself with
colleagues from around the world and share
experiences with each other, all while being
immersed in a fun and exciting environment
that motivates people to be the best they
can be."

The final day of AMBITION recognizes and awards some of the most successful Consultants in the business for their hard work and influence. Qualities such as leadership, perseverance, passion and sacrifice are honored on stage in front of thousands of fellow Consultants.

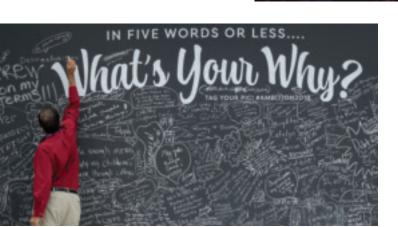
"You are losing if you are not in attendance," Executive Consultant Jay Sanborn says about AMBITION. "The content and networking opportunities are priceless."

The other major corporate event, called Simulcast, happens every January. Normally, there are two live locations—one in Texas and one in the Northeast. It's a one-day event designed to help Consultants start the year off the right way with training, motivation, networking and announcements such as market expansions or special bonus promotions. Ambit also utilizes the latest online technology by broadcasting the event online for registered Consultants to watch and participate no matter where they are. Like AMBITION, extra incentives are available to people who register for and attend Simulcast at one of the live locations or watch online.

"Many Consultants host watch parties where they get together with team members

"Big events are when you realize this is a movement that is truly changing people's lives, where you build meaningful relationships."

-EXECUTIVE CONSULTANT MARIA GOMEZ



and have a day of fellowship, motivation and learning," Darrell says of Simulcast. Members from the Ambit corporate team have been known to "crash" some watch parties with a live video crew and award prizes to attendees.

Social media is incorporated with AMBITION and Simulcast using special hashtags that help draw attention to the fun and energetic atmosphere. "Big events are when you realize this is a movement that is truly changing people's lives, where you build meaningful relationships," says Executive Consultant Maria Gomez.

"There's a powerful force in the room when you're surrounded by so many like-minded people," adds Executive Consultant Corey Helms. "Everyone feels like family—there is positive energy everywhere and so many great things to take away."

### RED-CARPET-WORTHY INCENTIVE TRIPS

One of the most unique aspects of building an Ambit Energy business is the opportunity

for Consultants to earn a spot on an incentive trip. The Five-Star Trip happens twice each year, awarding those Consultants who achieve certain requirements with a vacation to a luxurious resort. Past locations have included Hawaii, Costa Rica, the Bahamas and Lake Tahoe.

During a Five-Star Trip, Consultants go on fishing excursions, biking or hiking tours, ride hot air balloons or just relax at the beach. It's also a perfect time for them to hear from and get to know Ambit's Co-Founders and other corporate leaders on a more personal level.

Consultants also build invaluable relationships with each other, sharing tips and discovering ways to help each other grow their businesses. It's a great way to show



other Consultants what is possible with the Ambit Energy Opportunity. Videos and photos of past Five-Star Trips can be found on AmbitSuccess.com.

"The Five-Star Trip is our way of thanking these Consultants for their hard work," Darrell says. "They are given the VIP treatment at a beautiful destination where they can enjoy some much-deserved relaxation. These motivated leaders take their excitement home to their teams and encourage them to earn their spot on a future trip."

"I am always able to come away with a gem of wisdom from another Ambit leader who has a different life experience from mine," says Executive Consultant Scott Schafer. "It really helps me appreciate the broad reach of Ambit and how the Opportunity positively impacts people from so many different backgrounds."

## DESTINATION DALLAS: THE EC FLY-IN

When a Consultant promotes to the level of Executive Consultant, they qualify for the EC



Fly-in. It's an all-expenses-paid trip to Dallas for three days of training, tours of the Ambit corporate office and support center, networking and more. The red carpet is literally rolled out for attendees when they arrive. They learn more about how the company functions and the leadership role that Executive Consultants play. They then take what they learn back to their teams, better equipped to help others develop into leaders who are striving for their own spot on an EC Fly-in.

The new leaders get to meet their assigned VIP Account Manager and meet with Ambit's Co-Founders to get to know them more personally, as well as talk about the future of the company. Of course, there's plenty of fun and networking at local restaurants and the host hotel.

"Incentive trips are truly a privilege because you get to spend quality time with our leaders, Co-Founders and corporate staff," says Maria. "We make friends and connect at a different level in a more relaxed atmosphere. They are opportunities to reassure the confidence in what we are doing and in the finest leadership from the top."



To view all Executive Consultants, scan this code.