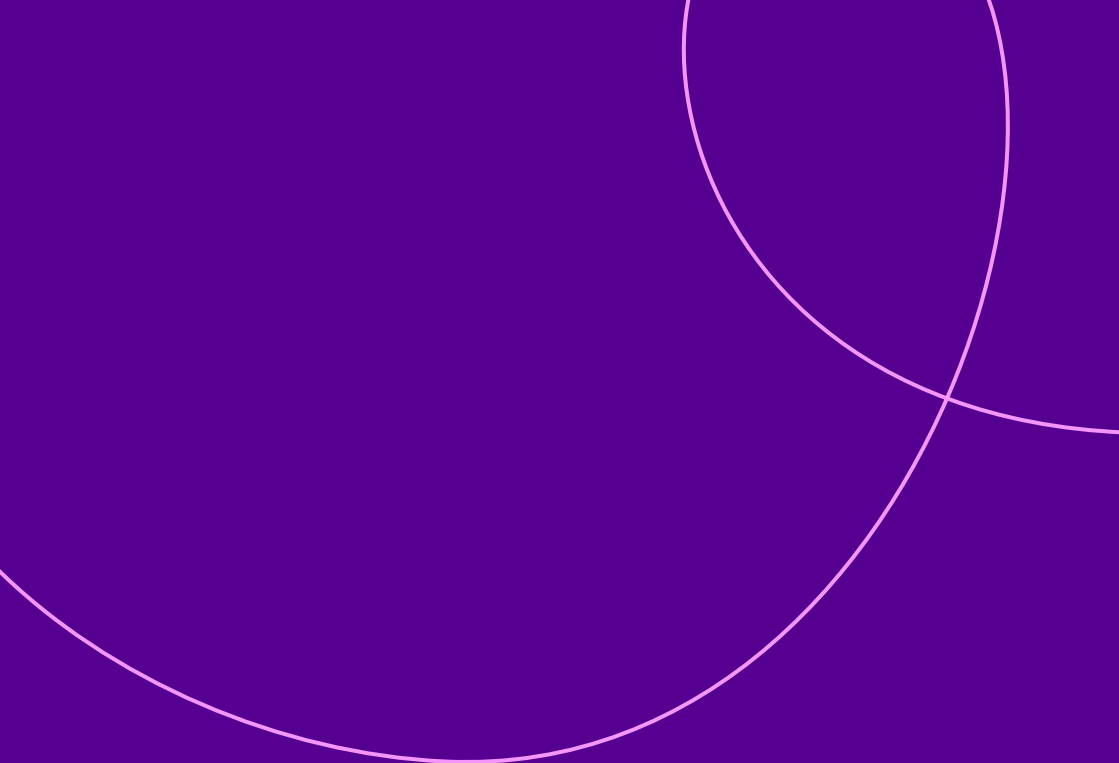


# New Partner Success Guide

May 2023





# Contents

|           |                                    |
|-----------|------------------------------------|
| <b>03</b> | 1. Welcome To UW                   |
| <b>06</b> | 2. A Supportive Culture            |
| <b>07</b> | 3. How You Earn                    |
| <b>12</b> | 4. Your UW Tools                   |
| <b>14</b> | 5. UW Services                     |
| <b>15</b> | 6. UW Benefits                     |
| <b>16</b> | 7. Training — Learn While You Earn |
| <b>18</b> | 8. Essential Events                |
| <b>22</b> | 9. Partner Incentives              |
| <b>24</b> | 10. FAQs                           |

# 1. Welcome To UW

## Welcome to the Opportunity of a Lifetime

Congratulations on taking the first steps to achieving success. Whatever your goals may be, you now have the means to achieve them with UW.

This booklet is designed to introduce you to the opportunity, show you how you can earn both upfront and ongoing money, and be part of something really big and exciting. If you have any questions after reading it, please feel free to contact our Partner Services team at [partnerservices@uw.co.uk](mailto:partnerservices@uw.co.uk)

By now you'll have completed your '**Getting Started**' training and your verification. If you haven't already done this please [click here](#) to complete them, as you cannot begin to have appointments and sign up customers until you have done this. Your next step is to complete your '**Fast Start Plan**' meeting within the next 48 hours. This will help you get off on the right foot and establish what you want from the business.



UW's mission is to save our customers both time and money. We're one of the UK's largest companies and a true British success story — a FTSE 250 business with annual sales approaching a billion pounds.



UW has earned over 70 awards — and counting — in the last decade alone. Our independent endorsements include major accolades from Which?, Uswitch, MoneyWise, Defaqto and Moneyfacts to name a few. And, UW has been consistently rated as one of the UK's best energy suppliers. One of UW's most recent accolades is Growth Company of the Year at The Shares Awards 2022.

This phenomenal growth has largely been achieved by word of mouth. As a Partner, you tell the people that you know and love about UW and help them to save and simplify their bills. In turn, your customers share the good news about UW with their friends, family and colleagues. When these people join as a customer, the original referrer will earn up to £50 off their bill, and you'll gain and be paid for a new customer!

Work as much or as little as you want, but the more time you put in, the more you'll earn. With UW no-one goes it alone — you are part of the amazingly friendly community of UW Partners, plus, there's a 2000 strong head office team behind you.



[A welcome from our  
Co CEO Andrew Lindsay](#)



[Listen to our brand ambassador  
Ben Fogle introduce the role of  
a UW Partner](#)

## UW Stories

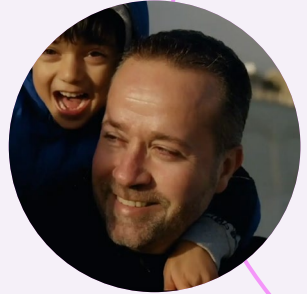
People from all walks of life have benefited from being a UW Partner. Click the photos to meet some of our Partners. Who do you know that you could send each story to and show them the benefits of being a UW Partner?



[Students](#)



[Fresh start](#)



[Police](#)



[Teachers](#)



[Business owners](#)



[Finance professionals](#)



[Carers](#)



[Health professionals](#)



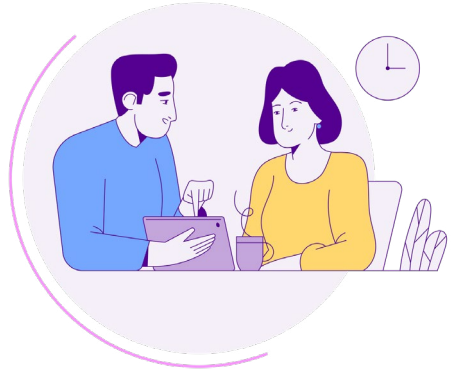
[Retirees](#)

## 2. A Supportive Culture

### Our supportive culture and why it's the key to your success

When learning something new, we all need some level of training. In our profession, the most effective way to learn is by 'doing'. And what better way than to learn while we learn!

By having a more experienced Partner with you on your very first appointments, you'll learn from each unique scenario that you come across together. At the beginning, this is often more easily done with people we know and feel comfortable enough to practise with — like our friends and family. In UW, working together on these appointments is called 'supporting'. We truly believe in the value of being mentored by an experienced Partner to give you the best start in your business.



So follow the system, book appointments with your friends and family, complete the short training and help customers join UW.

Once you've got your first few customers and seen how beneficial it is, you'll want to support your new team in exactly the same way. So they'll also get off to the very best start and earn extra money in their training period, and you'll earn more as a supporting Partner, too.

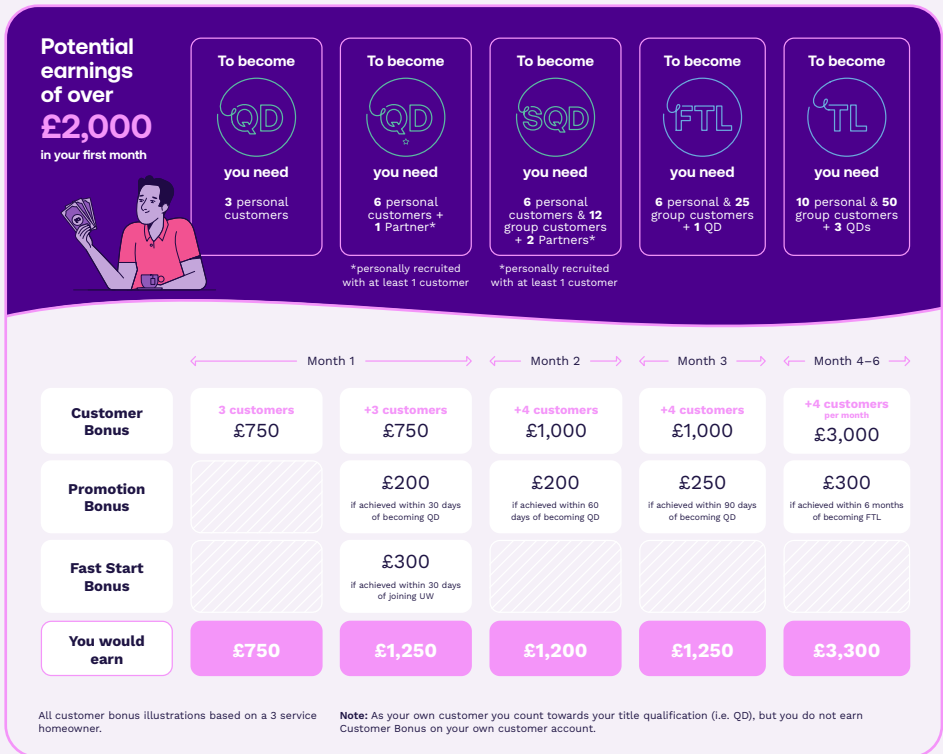


### 3. How You Earn

## How You Earn with Utility Warehouse

There are two main ways to earn with UW: **Customer Bonus** and **Residual Income**. There are also some bonus payments to be achieved — **Fast Start Bonus** and **Promotion Bonus**.

This earning tool shows you how it's possible to earn over £2000 in your first month.

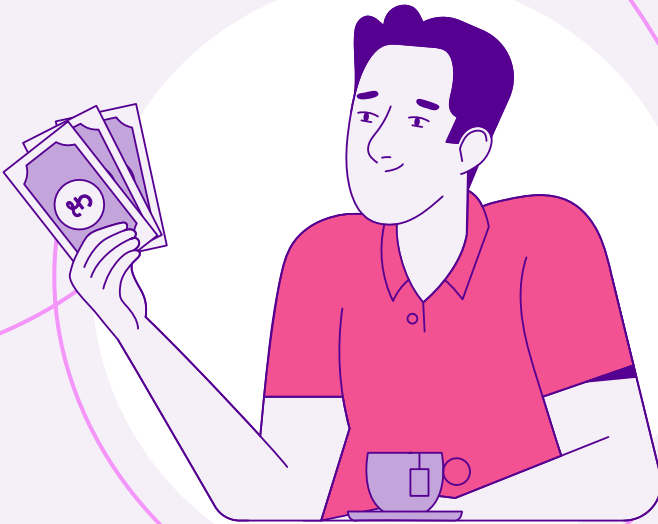


## Customer Bonus (CB)

You earn a CB for every new customer you gather who has at least one core service (energy, mobile, broadband and insurance) go live. The more services the customer takes, the higher the CB. There's no limit to the number of customers you can gather or the amount of CB you can earn. In fact, the more the better: the more personal customers you have, the quicker your monthly income will grow. Remember – an experienced Partner can support you on appointments to help you gain confidence in your ability to promote our services successfully. CB is paid at different rates based on whether you sign up homeowners or tenants.

| Homeowners              |                           |                                |
|-------------------------|---------------------------|--------------------------------|
| Number of core services | Money earned per customer | Months until you earn Residual |
| 1                       | £50                       | 24                             |
| 2                       | £100                      | 30                             |
| 3                       | £250                      | 60                             |
| 4                       | £300                      | 60                             |

| Tenants                 |                           |                                |
|-------------------------|---------------------------|--------------------------------|
| Number of core services | Money earned per customer | Months until you earn Residual |
| 1                       | £10                       | 12                             |
| 2                       | £30                       | 12                             |
| 3                       | £50                       | 12                             |



## Fast Start Bonus (FSB)

As a new Partner if you achieve QD\* within 30 days of joining UW you will earn an additional FSB of £300.

**Promotion Bonus** - You will receive a Promotion Bonus each time you are promoted to a new title within the following time frames.

| Promotion Bonuses                  |                           |              |
|------------------------------------|---------------------------|--------------|
| Title achieved                     | Within time               | Bonus earned |
| Qualified Distributor Star (QD)*   | 1 month of achieving QD   | £200         |
| Senior Qualified Distributor (SQD) | 2 months of achieving QD  | £200         |
| Future Team Leader (FTL)           | 3 months of achieving QD  | £250         |
| Team Leader (TL)                   | 6 months of achieving FTL | £300         |

**Residual Income** – This is the way that UW shares the profits made from your customers with you. You'll be paid some money for each property that you sign up, every single month.

A homeowner taking multiple services will generate the highest level of Residual Income. A tenant who is just taking energy will typically generate less. As you build a team you receive residual income both from your own customers and those of your team members each month. While residual income starts small, it grows exponentially and this is the money that can be life changing.

Once you've signed up your first six personal customers, you'll automatically 'Graduate' your Partner position from this point on. If you prefer, you can opt out of the full Customer Bonus and receive Residual Income sooner.

## General information

Your commission statement is normally available for you to view 2–3 days before your UW payday, which is the 21st of every month. You will be paid in the month following your customer's main service(s) going 'live'.

UW Partners are all self-employed, and need to be registered with HMRC and submit a tax return.

In order to be able to offer insurance products, you need to complete and stay up to date (yearly) with your Insurance Training. This is available on the Partner Portal.

# 4. Your UW Tools

## The Partner Portal

Found at [uw.co.uk/partner/portal](http://uw.co.uk/partner/portal) or via the Partner app, you can track your entire business here. The dashboard gives you a broad overview, allowing you to track your customers, team and incentives. You can also see what activities need to be done to get you to your next promotion! Other features include:

- Latest news
- Essential services
- Team summary
- Quicklinks

... And many more. As you progress through the business, new sections will open up for you.

## Join The Club (JTC)

This tool allows you to help your new customer or Partner (or both) through the sign-up process, whether face to face, via a video call or over the phone. Check out the comprehensive help guide [here](#).

## The UW Partner app

List your contacts, make notes and track your presentations all in one easy-to-navigate place. It's like a personal assistant in your pocket! Download the free app from the App Store or Google Play.

Here are just a few more things you can do in the UW Partner app:

- Organise appointments and add follow-up reminders
- See which of your contacts are more likely to switch
- Work out what you'll earn



## Virtual Opportunity Presentation

With two top leaders presenting the benefits of saving and earning with UW in under 10 minutes, it couldn't be easier to introduce someone to the opportunity. Simply send a prospect this video link: [uw.co.uk/earn](http://uw.co.uk/earn)

## UW Stories

Found at [uwstories.co.uk](http://uwstories.co.uk), this tool enables you to share relevant real-life stories with your prospects based on their background, lifestyle or location. Take a bit of time to watch the videos so you know which ones suit which of your contacts. After sharing, follow up and ask 'What did you like best?'.

## Personal website

Once you achieve the position of Team Leader, you'll get your very own personalised website, making it easier for people to find you online. Potential customers and Partners will also be able to find your page through our Partner search directory. [Click here](#) to find out more.

## Marketing Hub

Containing everything you need to promote and build your business in one place, the Marketing Hub has personalised links to help your business look consistent and professional. This includes links to help you introduce and sign up people to UW. [Click here](#) to find out more.

## Social Media

Social Media is a powerful tool for meeting and talking with prospects. Our social media training and guidance sits within the Marketing Hub [here](#), along with official UW images to download and share.

# 5. UW Services

UW Partners are paid for customers taking any of the following four core services:

## ✔ Energy — gas and/or electricity

Most customers choose to have both gas and electricity with us, but it's possible to have different suppliers for each energy service. In other cases, some properties only have electricity. [Click here](#) to find out more about our energy services.

## ✔ Broadband and/or landline

We offer broadband with no mid-contract price rises, guaranteed. Find out more [here](#).

## ✔ Mobile phone SIMs

We offer both great value SIM-only plans and handsets. [Click here](#) for find out more.

## ✔ Insurance

### • Home Insurance

Once a customer takes one of the above UW services, they can add [Home Insurance](#) themselves or via Customer Services. Partners can't directly offer Home Insurance, but can receive residual income on it.

### • Boiler & Home Cover

Find out more about our unlimited call-out service, 24/7 claims team and more [here](#).

### • Income Protector

[Click here](#) to see how we help customers keep on top of their finances in uncertain times.

# 6. UW benefits

The following are additional benefits that UW offers the customer, but Partners do not receive payment for them.

## Bill Protector

[Click here](#) to see how we help customers keep on top of their finances in uncertain times.

## Cashback Card

[Cashback Card](#) holders can shrink their UW bill simply by going shopping. The card is a top-up card, not a credit or debit card. It's accepted by all retailers, both in store and online. Customers top up their Cashback Card from their UW app. UW will then give between 1–10% cashback on each transaction made with that card (cashback amount depending on the retailer), which comes straight off the customer's monthly bill. The card costs £2 a month for (up to) two cards with 5 free top ups pcm, thereafter it is 35p.

## Smart meters

Smart meters take regular readings automatically, so customers don't need to. When someone joins UW as a customer, we'll take over their existing smart meter. Or, if they don't have one and opt for one when they sign up, we'll credit their bill with £50 as a thank you for having one installed with us.

## Tree planting

UW plant a tree for every person that joins as a customer. Since March 2020 we've planted over 130,000 trees. That's an area bigger than 73 Wembley pitches and more native broadleaf trees planted than in the whole of Wales last year. We also plant a tree in the name of each new Partner that joins too!

## Referrals programme

Where a customer provides a referral to a Partner that leads to a new customer, the customer that provided the referral will receive £50 towards their utility bill. As a Partner, if you've opted into earning full Customer Bonus for new customers you sign up, then you'll earn the bonus as shown in this table.

| Refer a friend (Homeowners) Customer Bonus breakdown for Partners |                        |                   |                          |
|-------------------------------------------------------------------|------------------------|-------------------|--------------------------|
| Numbers of any core services                                      | UW Customer (Referrer) | Friend (Prospect) | Customer Bonus (Partner) |
| 1                                                                 | £0                     | £0                | £50                      |
| 2                                                                 | £50                    | £75               | £50                      |
| 3                                                                 | £50                    | £150              | £200                     |
| 4                                                                 | £50                    | £150              | £250                     |

# 7. Training — Learn While You Earn

## Training

Training is provided to help you develop and keep up with your business growth as you gain experience; from starting out to developing a successful team and climbing the stairway to success. Training can be accessed via both the Learning Portal and the Live Training and Events sections of the Partner Portal.

## Live skills training

We provide short and focussed 30-minute live training sessions which have been created and are delivered by expert Partners who are still growing their UW businesses. Our training helps you develop the skills needed to grow your business at each step of the way. The first recommended training to get you up and running is the Launch Your UW Business Training. Other short training sessions include:

- Multiservice Customer
- Recruitment Skills
- Mentor Training

There are also training sessions to help you progress up the stairway to success (Getting to FTL, TL and STL). They focus on the essential skills needed at each particular level.



## Online training

Our online training is available 24/7 on the Partner Portal. So, whenever you have a spare 10 minutes before an appointment or 30 minutes at lunch, hop online and sharpen your skills.

Here are just a few training topics you'll find:

- How to get more appointments
- How to get more success in appointments
- How to build a team
- How to support your team

## UW podcasts

Also available from the Learning Portal, our range of podcasts can help you learn from successful Partners while you get on with the rest of your day.

They are typically around 20–30 minutes and cover a wide range of topics including:

- Using scripts to get appointments
- Being successful using our remote appointment tools
- How to get the most out of social media
- How to get more referrals during the appointment

# Essential Events



[Events Highlights](#)

Alongside online training and events, it's important to experience our powerful live events to push your business forwards.



## Kick Offs

Hosted up and down the country after the festivities in December, it's a great way to reset for the new year.



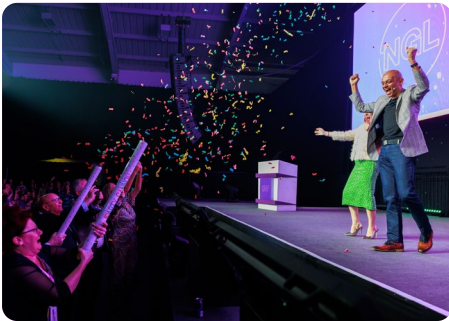
## Power Up

This is our biggest event of the year. Occurring in April in Telford, you can join thousands of fellow Partners in hearing exciting announcements like new incentives, and getting expert insider business tips.



## Amplify

Once the schools have reopened for the new school term, UW Partners flock to Cheltenham for an inspirational day of learning and celebrations.



# Live Event FAQs

## Are they good fun?

Yes! The atmosphere is amazing and there's the chance to meet up with your team and all be together. Think loads of energy and plenty of laughter as you learn from and socialise with one another.

## Do I have to go to events?

No, but we really recommend them for your success. Our job is to show you the quickest, easiest way to get up and running and earn an income. Making sure you're at these events will knock months off your training.

## Will it cost me anything?

Yes there is a charge for these events. They are always reasonably priced. All details are on the Partner Portal, and tickets sell out fast. Why not visit the Live Training & Events section of the Partner Portal now and book the next big event?

## Will there be events local to where I live?

With Partners joining UW every week, there are more and more events to plug into. Whether you want to meet up face to face with your team for coffee, catch up with Partners from other teams for pizza, or jump on the weekly or monthly Zooms – there are events happening every week and you'll be welcome to attend. Why not try a few different things and see what works best for you?

## How do I find out about events?

Your mentor will connect you with your team via WhatsApp and possibly Facebook, and they'll keep you in the know about what's happening. You can also join us on our Facebook group where everyone talks about events and Zoom calls happening across the country. There will likely be a monthly Buzz meeting near to you, why not visit the Partner Portal and register to go along? They're free and great fun.

[Live Events](#)

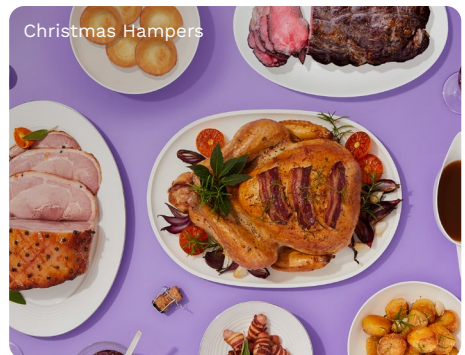
[UW FaceBook Page](#)

## 9. Here at UW we love a Partner Incentive!

Throughout the year, we offer a range of incentives for Partners to achieve, whether you've been in the business for years or have just started. It may be a family holiday, a dinner to enjoy or to donate, a hamper, invitations to an exclusive event eg. a music festival or to the races, vouchers or a place at our regular pizza evenings - with UW, there's truly something for everyone.

Our aspirational holiday incentives run for a longer period of time and are interspersed with smaller incentives which are shorter term and achievable by any Partner who's active in the business. We love to see Partners succeed and we know that you'll love our incentives as they are a lot of fun and are opportunities to create wonderful memories. Not only that, they also serve as goals to achieve on your journey to building a successful and thriving business.

For the latest information on our current UW incentives or to see your points tracker, please visit the Portal.





# 10. FAQs

## **I know nothing about gas or electricity – or broadband. Does this matter?**

No. We keep everything super simple and you'll learn what you need to know as you earn an income with us.

## **How do you sign up a customer? Is it technical?**

You don't need to be an energy expert or a technical genius to make a big success of UW. Don't forget, you'll also have a Supporting Partner on your first few appointments to show you how to do it.

## **What equipment do I need?**

You can use your phone, a tablet or a laptop to sign customers up. The systems work on both Android and Apple, so you can get started quickly, without spending any money.

## **Will I need to learn new technical skills?**

Maybe — but if you can book a train or theatre ticket online, then you're already halfway there. Our job is to support and guide you every step of the way, so you can pick things up at your pace.

## **I don't drive — does that matter?**

Not at all. You can sign customers up face to face, or over the phone. It's entirely up to you. We'll show you how the system works with a video call too, then you choose how you want to run your business.

## **How do I find customers? Do I get a list to call?**

UW isn't about cold calling — it's about switching customers who've been referred to us. We start with the people you know, who'll then speak to the people they know — and share your details with them. The system that's been created means that you'll never run out of people to speak to.

## **I think I'd rather speak to strangers than people I know!**

Don't worry, everyone who joins UW has reservations and sometimes some nerves too. It's completely normal with the excitement of any new venture. As Partners, we're given a wealth of tools and support, so we can also approach people we're less familiar with. We can do this through networking, attending events and fairs, and by handing out Neighbour Letters. Whatever you need to grow your business, you'll find it on the Partner Portal and your mentoring team will show you how best to use the resources.

## **Do my homeowner customers have to take everything?**

No, it's a pick and mix — they can choose any combination they like. The only exception is that customers can't have a mobile SIM without also taking another service with UW.

## **Can tenants have their services with UW?**

Yes, absolutely. The guidelines are a little different for tenants, in that they pay us a deposit if they want energy only with us. We help to show all customers how they can make bigger savings by bundling their services together.

### **What about if a customer is on a prepayment meter — can they switch to UW?**

Yes, of course. We want to help as many customers as possible, no matter their circumstance. Partners are paid differently for customers where all energy to their property is on a prepayment meter.

### **How can people take lots of services when they're probably in contracts?**

We can help there too. Customers taking three or more services can have up to £400 to cover early termination fees.

### **So, if my customer has gas and electricity — is that one service or two?**

It's one. Energy counts as a single service, and a customer can have, gas, electricity, or both. Whatever works best for them.

### **Who is broadband with? Will speeds be slower with UW?**

Our broadband runs on the Openreach system — just as it does with BT, Sky, TalkTalk etc. So, there should be no difference in speed. In fact, with a range of options to ensure a strong signal in the house thanks to our partnership with Amazon's eero devices, customers often see an increase in broadband reliability.

### **What about mobile? Is the coverage any good?**

Our mobile service runs on EE's network, which consistently wins awards for reliability and coverage. Plus, when you're on Wi-Fi, you can make and receive calls via that network, ensuring you'll be well connected wherever you go.

### **Can a customer sign themselves up, without me being there?**

Yes. You can send them a personalised link and they can do everything themselves. If they want to take advantage of our amazing Cashback Card, they'd need to add this later via their customer app. The good news is, you still get paid the same, as if you were with them in person.

### **How do I explain all of this to a customer?**

Simply guide your customer through a few short slides and show them two videos. At the end, the customer will choose whether they want to save money as a customer, earn an income as a Partner, or both. Check out the presentation here:

[www.uw.co.uk/presentation](http://www.uw.co.uk/presentation)

### **Do I have to contact the suppliers myself?**

No. Head Office take care of all the switching for us. We just enter the customer details into the system, and the quote is created for us. The customer can then choose a package that best suits their needs.

### **What will I need to do after I sign a customer up?**

The UW Partner app will keep you up to date with where they are with the switch. If UW need more information from the customer, they'll contact them directly and copy you in. Many Partners choose to make a courtesy call to check everything is ok and to help with any queries, but that's a personal choice. All customers have the number to call our dedicated team of advisors who can help with any questions, and make any changes.

Utility Warehouse  
508 Edgware Road  
The Hyde, London  
NW9 5AB

Utility Warehouse Limited.  
Registered in England.  
Company number: 04594421

UWPSG0523 V18

