



Free Webinars to Help You Grow Your Cooling Tune-Up Business

Dear Trade Ally Partner,

Consumers Energy is excited to offer our annual Cooling Comprehensive Tune-Up training. Available as live, interactive webinars designed to support your team and grow your business. These sessions are completely **free** and tailored to different roles within your company.

Whether you're an owner, service manager, technician, or administrative staff, there's something here for everyone:

Introduction to Comprehensive Tune-Ups

Who Should Attend: Owners, Service Managers, Administrative Staff

Topics Included:

- Turning cooling tune-ups into a revenue stream
- Program requirements and best practices
- Marketing strategies for technicians and managers

Upcoming Webinar Schedule

Date	Start Time	End Time	Registration
4/28/2026	8 a.m.	9 a.m.	Register Here
4/29/2026	8 a.m.	9 a.m.	Register Here
4/30/2026	5 p.m.	6 p.m.	Register Here

Advanced Technical Training

Who Should Attend: Field Technicians, Service Managers

Topics Include:

- Communicating utility tune-up value to customers
- Performing non-invasive testing techniques
- Eligible Attendees of the Advanced Technical Training can earn Continuing Education Credits (CEUs) from the North American Technical Excellence (NATE) and Building Performance Institute (BPI).

Upcoming Webinar Schedule

Date	Start Time	End Time	Registration
5/05/2026	8 a.m.	10:30 a.m.	Register Here
5/06/2026	5 p.m.	7:30 p.m.	Register Here
5/07/2026	8 a.m.	10:30 a.m.	Register Here

Technology Requirements

Webinars will be hosted via Zoom and accessible from any desktop or mobile device. A stable internet connection—wired or wireless (3G or 4G/LTE)—is required. Don't miss this opportunity to sharpen your team's skills, improve customer communication, and maximize rebate potential. All at no cost to you.

Please contact our Account Advocate Team with any questions. Thank you for your continued support of the Consumers Energy Home Solutions program!

Account Advocate Team
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