



TESLA

Sales Territory Plan

By ***Tesla Energy Sales Team***

*Jieming Lin, Jose Rodriguez,
Joshua Hippensteel, Kyer Evans,
and Saahil Soni Presenting*



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COMPANY & MARKET OVERVIEW

Tesla, Inc. — Tesla Energy Division



MISSION

To accelerate the world's transition to sustainable energy.



CORE PROBLEMS SOLVED

- Rising and unpredictable energy costs
- Increasing energy demand (especially data-heavy operations)
- Pressure to meet ESG / sustainability goals
- Grid instability and risk of outages

TESLA ENERGY SOLUTION



Provides **clean, reliable, and cost-efficient energy infrastructure** to reduce dependency on traditional power grids.



PRODUCTS & SALES FOCUS

Tesla Energy — B2B Focus



Megapack
Large-scale battery storage for utilities & data centers



Powerpack
Commercial energy storage solutions



Solar Panels / Solar Roof
Renewable energy generation



Energy Management Software
Optimization + monitoring

Sales Focus Category

Commercial & Industrial Energy Storage + Solar Solutions

CUSTOMER VALUE

Why Companies Choose Tesla Energy



Cost Savings

- Reduces peak demand charges
- Stabilizes long-term energy pricing



Operational Efficiency

- Ensures uninterrupted operations (backup power)
- Improves energy usage optimization



Revenue & Strategic Value

- Enables participation in energy markets (grid services)
- Supports ESG goals → improves brand reputation

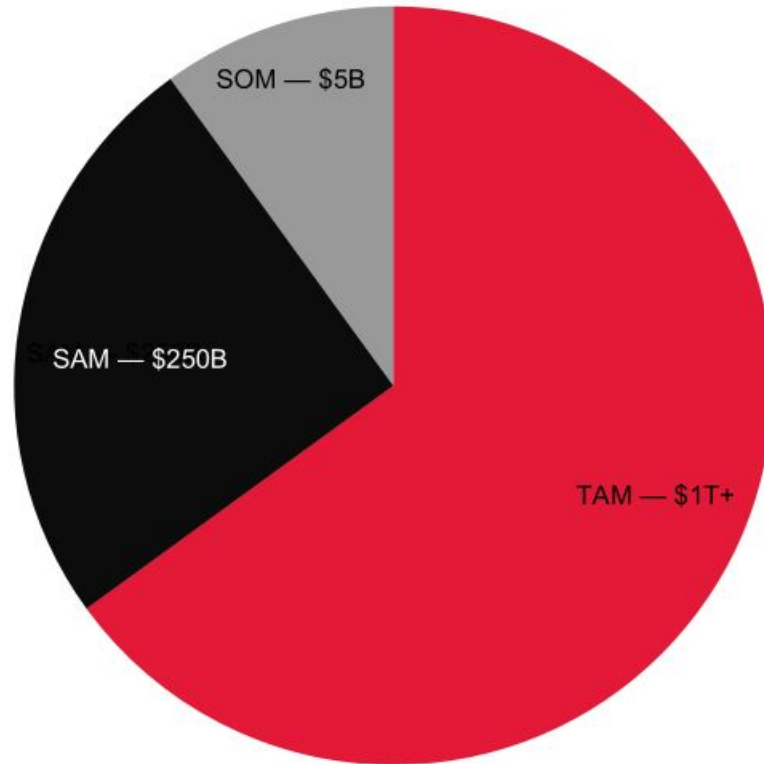


Risk Reduction

- Protects against outages and grid instability
- Ensures business continuity and resilience



Market Size Breakdown



- **TAM — \$1T+**
Total Addressable Market
The entire global energy storage and grid-scale battery market, including all potential customers worldwide.
- **SAM — \$250B**
Serviceable Addressable Market
The portion of TAM that Tesla Energy can realistically target with its Megapack and Powerwall product lines.
- **SOM — \$5B**
Serviceable Obtainable Market
The realistic near-term market share Tesla Energy can capture based on current capacity, distribution, and competitive positioning.

Primary Industry Segments

Tesla Energy sales strategy targets



Data Centers
AWS, AI Infrastructure



Warehouses
Fulfillment Centers



Manufacturing
Production Facilities



Utilities
Energy Providers



Retail Chains
Large-Scale Stores

WHY THIS SEGMENT WILL GROW

5 Key Drivers Fueling Commercial Energy Growth

1



AI & Data Explosion

Massive growth in data centers driving energy-intensive demand

2



Rising Energy Costs

Businesses need predictable, controllable energy spend

3



ESG & Sustainability

Corporate mandates to reduce carbon emissions

4



Grid Instability

Increasing outages drive need for on-site energy solutions

5



Electrification Trend

Shift from fossil fuels to electricity across industries

The convergence of these forces creates unprecedented demand for commercial & industrial energy solutions.



Prospects for Tesla Energy

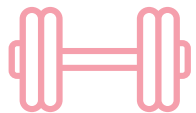
Our main prospects include warehouses, fulfillment, and data centers in FL for:



- Reasons to target these prospects
- Rising power demand: high demand for on-site energy
- Cost volatility: Predictable energy spending
- ESG decarbonization: Cleaner energy, better reliability
- Amazon only has 85 warehouses in FL/1 Data Center



Outreach methods and timing



Opening email

Personalized email
Regional/General Manager within
First Month



Engagement

Discovery Call -
Start needs assessment
1-2 Months



Opportunity

Site Visit or virtual demo to instill vision
3-4 Months



Convert

Contract discussions
Monthly check-ins
5-6 Months



Amazon's Business Situation

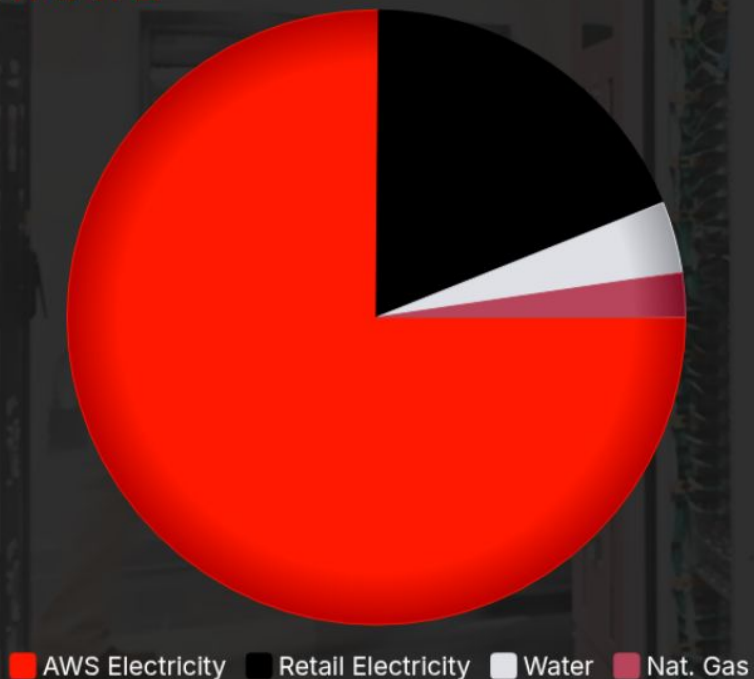
AI Boom

- Industry Leaders
- Data Center Expansion
- Significant Investment in AI
- Sustainability Priorities



Amazon 2025 Utility Spending

ITEMIZED ESTIMATE



AWS Elec.
\$4 billion

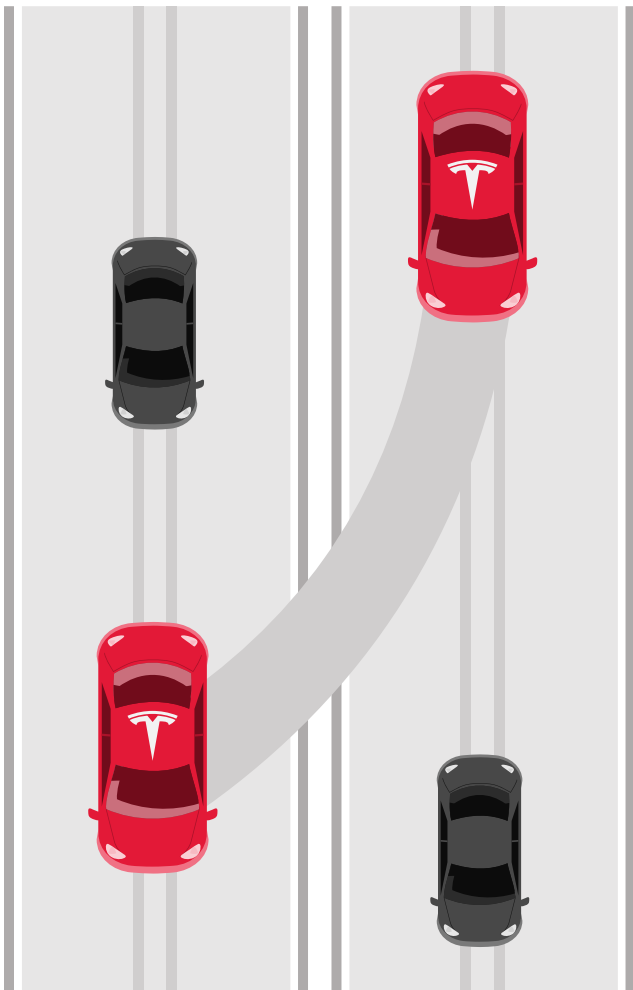
Retail Elec.
\$1 billion

Water
\$0.2 billion

Nat. Gas/Misc
\$0.125 billion



Amazon's Current Shortcomings

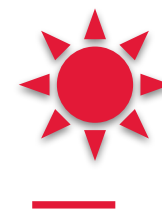


Pain Points in Operations



Growing Energy Demand

- Increased # of Data Centers
- Exponential increase in Utilities



Environmental Metrics

- Amazon's sustainability pledge
- Reduce carbon emissions



Additional Pain Points



Unreliability Causes Heightened Loss

Improved/Overhauled Contingencies Required

Public Backlash/Hesitancy

Delays/Outright Rejection of Expansion

Pain Point Remedy

Tesla's Products

Synergy with Amazon's Problems





The Tesla Megapack

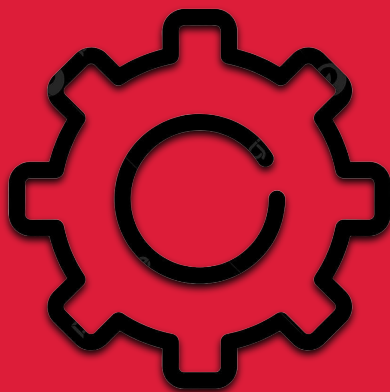


What Megapacks Provide Amazon

- Sustainable & Scalable Expansion
- Significant % Reduction in Utility Cost
- Robust Downtime Protocol
- Carbon-free Energy Grid



Why it Matters



Public Opinion

- Reduced Water Use
- Brand PR
- Barriers of entry removed



Sustainable Future

- ZERO Operational Emissions
- Recyclable Materials
- Ethically Sourced



Quantifiable Impact of Tesla



**Operational
Carbon Footprint**



**Decrease in
Utility Spending**



**Reduction in
Power-Related
Revenue Loss**



Price Breakdown

Hypothetical Florida Partnership



Hardware

81%



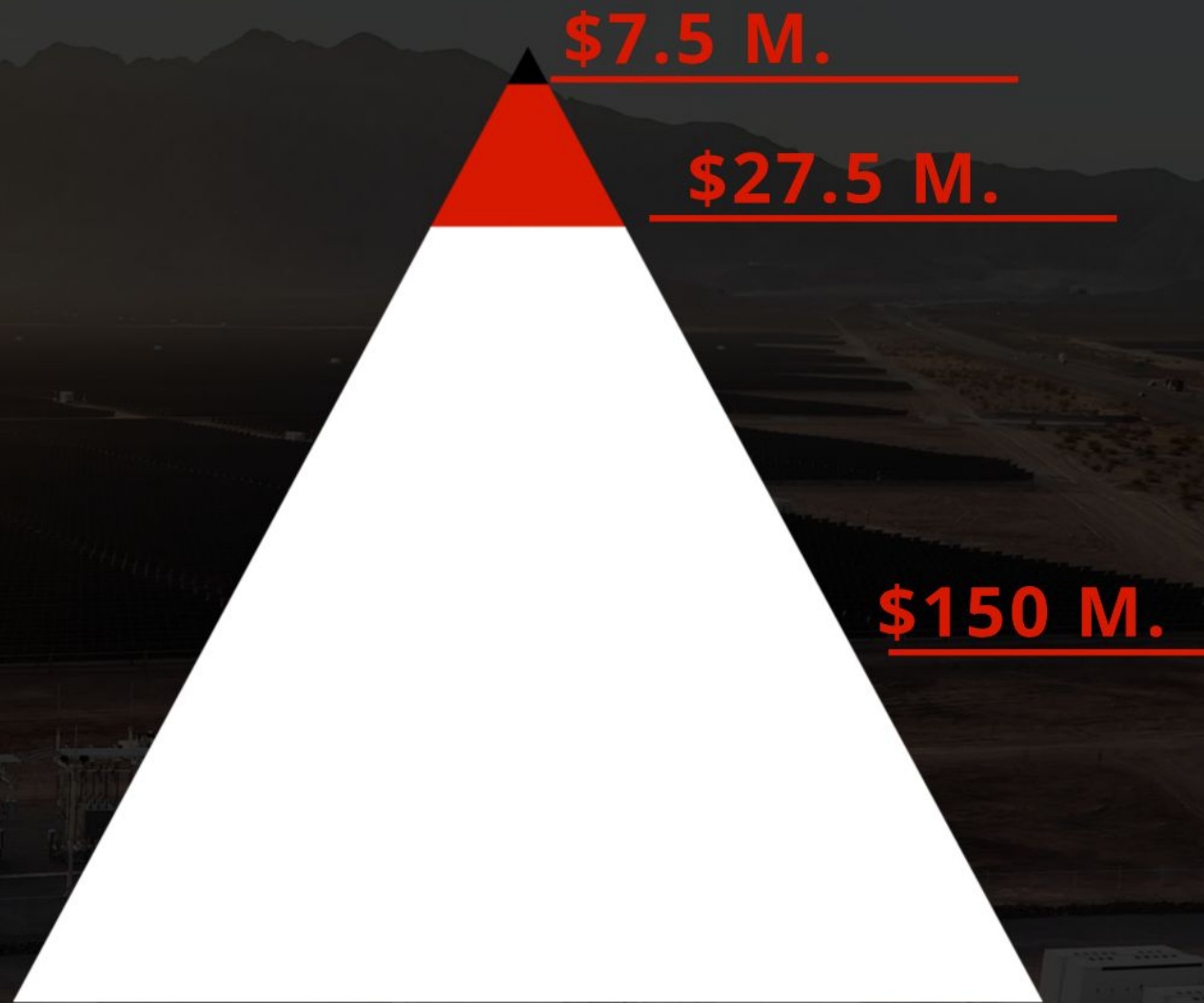
Infrastructure

15%



Software

4%





Expected Objections



- High upfront investment & ROI Concerns
- Reliability and Performance Risk
- Integration with existing energy systems
- Installation complexity and operational disruption



Plan to Overcome Objections

- Long-term cost savings & energy revenue opportunities
- Proven large-scale deployments and performance data
- Advanced monitoring through Tesla Energy software
- Turnkey installation and project management support





Negotiation and Approval Requirements



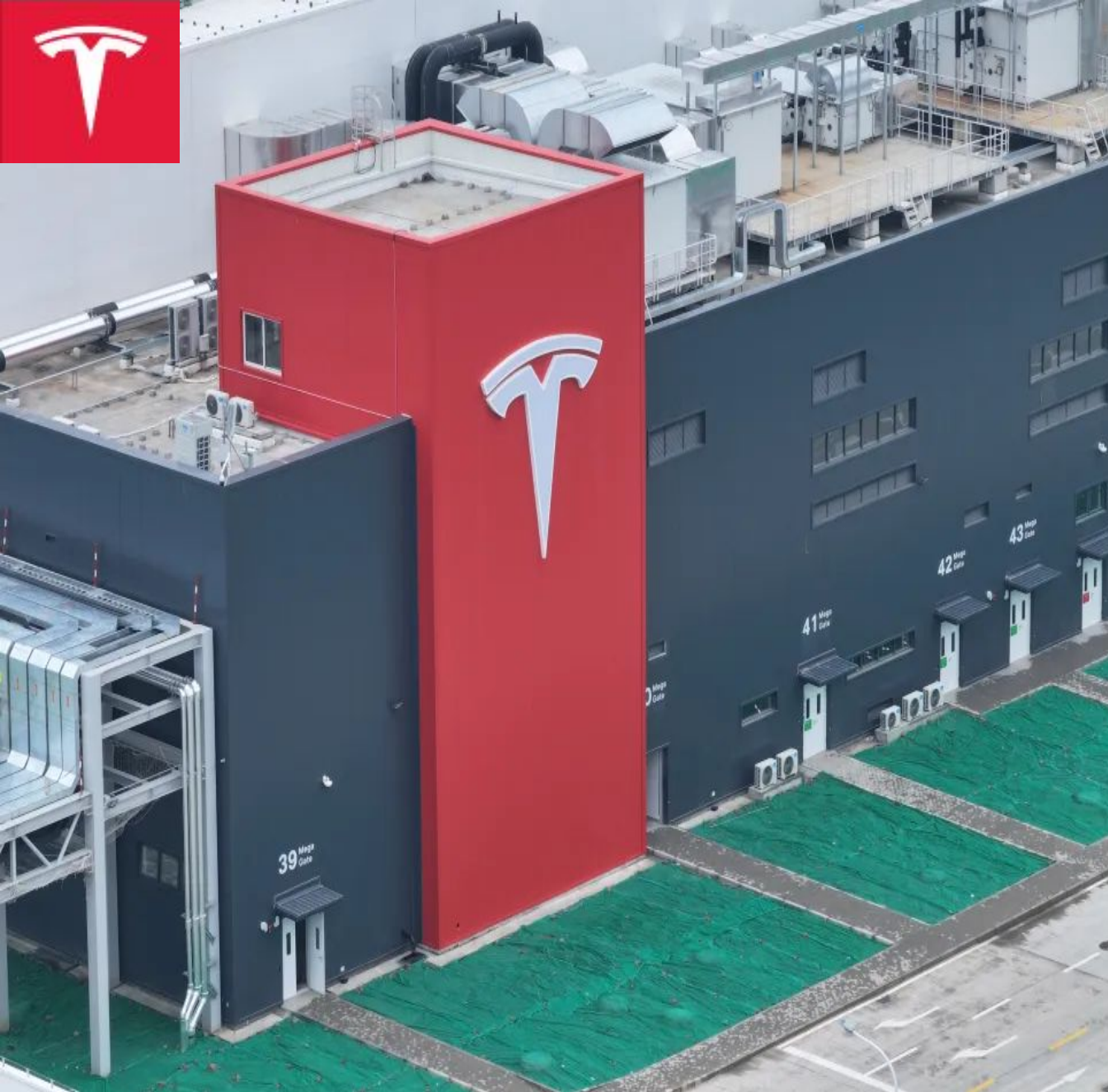
- IT and cybersecurity assessments
- Grid interconnection & regulatory compliance reviews
- Financial approval for capital investment projects
- Engineering and site feasibility evaluations



Closing Strategy

- Customized energy savings and ROI analysis
- Product demonstrations and system simulations
- Pilot programs or phased deployment options
- Dedicated Tesla support throughout implementation





Sales Technology

01 TARGET

ZoomInfo · SimplyAnalytics · LinkedIn

02 ENGAGE

LinkedIn Sales Nav · HubSpot

03 QUALIFY

Gong.io · HubSpot CRM

04 CONVERT

HubSpot · DocuSign · Zoom



From 400 prospects to 12 closed deals: 3 - 4% B2B conversion rate

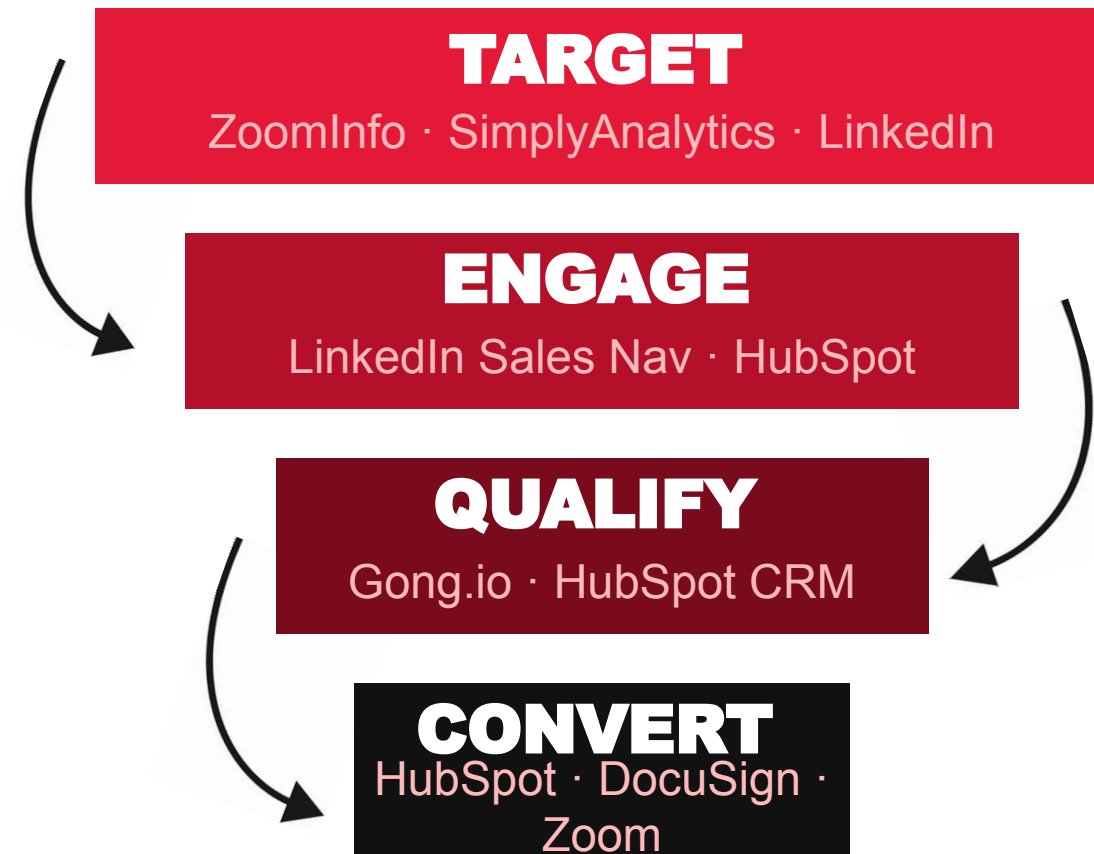
400 COMPANIES IDENTIFIED
ZoomInfo · SimplyAnalytics · LinkedIn

100 PROSPECTS ENGAGED
LinkedIn Sales Nav · HubSpot

40 QUALIFIED LEADS
Gong.io · HubSpot CRM

12 DEALS CLOSED
HubSpot · DocuSign · Zoom

3 – 4% Close Rate





Stages 1 & 2 — Identifying and reaching the right decision-makers

01 TARGET



ZoomInfo



SimplyAnalytics



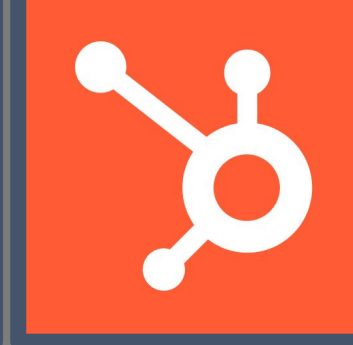
LinkedIn Sales Navigator

- Filter 400+ Central FL companies by energy use, size & industry
- Identify CFOs, Facility VPs & Sustainability Directors before first call

02 ENGAGE



LinkedIn InMail



Hubspot



Zoom

- Personalize LinkedIn/email intro tied to their ESG goals in Week 1
- 30-min virtual Megapack/Powerwall walkthrough in Week 2



Qualification Criteria

- ✓ Large energy footprint (data centers, warehouses, manufacturers)
- ✓ Active ESG or sustainability initiative
- ✓ CFO or Facilities VP engaged & confirmed
- ✓ Energy upgrade planned within 12 months

Gong.io

AI records discovery calls and auto-flags buying signals — budget mentions, urgency cues, next steps.

HubSpot CRM

Lead scoring ranks every prospect by engagement level so we focus on the warmest 40 accounts.

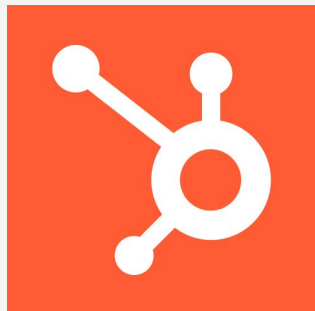
LinkedIn Sales Nav

Cross-references company news, funding rounds, and sustainability announcements to validate fit.



Stage 4 · Tools: HubSpot · DocuSign · Zoom · Custom ROI Proposals

Pipeline Management



HubSpot CRM

E-Signature



DocuSign

Virtual Demo



Zoom

Custom ROI Proposals

Each prospect receives a tailored energy cost model — showing payback period, peak demand savings, and ESG impact from Tesla Megapack or Powerwall deployment.

20–30%

Energy Cost
Reduction

5–7yrs

Payback
Period

Zero

Operational
Emissions



Six tools, four stages — from identification to signed contract

Stage	Tool	Purpose	Why It Fits Tesla Energy	Cost
Target	ZoomInfo	B2B company & contact data	Filter Central FL firms by energy use, size & leadership	~\$15K/yr
Target	SimplyAnalytics	Geographic & demographic mapping	Maps high-energy-use zones across Central FL territory	~\$2K/yr
Engage	LinkedIn Sales Nav	Decision-maker outreach	Direct InMail access to CFOs, Facility VPs, Sustainability Directors	~\$1.2K/user
Qualify	Gong.io	AI call recording & analysis	Auto-flags buying signals from discovery calls	~\$1.4K/user
Convert	HubSpot CRM	Pipeline & deal tracking	Keeps 12 deals aligned — stages, follow-ups, team visibility	Free—\$500/mo
Convert	DocuSign	E-signature & contract close	Removes friction at signature — faster close cycles	~\$300/yr

Key Takeaways



Prospective
Client:
Amazon/AWS



E-Mail Powered
Outreach



Product Rec: Tesla
Megapack Batteries



Active & Involved
Sales Process

Tesla Energy provides Amazon with an innovative solution that guarantees a bright & sustainable future for both companies.



Tesla + Amazon

AI Driven Intelligence. Tesla
Driven Power.





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