

Tesla Energy

CASE 2



Agenda

- Target Sectors: Data Centers, Manufacturing Facilities, Warehouses
- Growing Sales Potential
- Multi-faceted Outreach Approach/Schedule



Target Customer Analysis



- Operates in capital-intensive and mission-critical energy markets
- Focus on Reliability, Cost predictability, and Sustainability
- Top 3 target prospects (Sector)
 - Data centers – Massive volume, always on demand, Strong carbon-reduction mandates
 - Manufacturing and Industrial Facilities – Volatile energy costs, growing pressure to electrify and decarbonize operations
 - Logistics, Warehousing & Distribution – Large rooftops, Rapid growth driving infrastructure needs

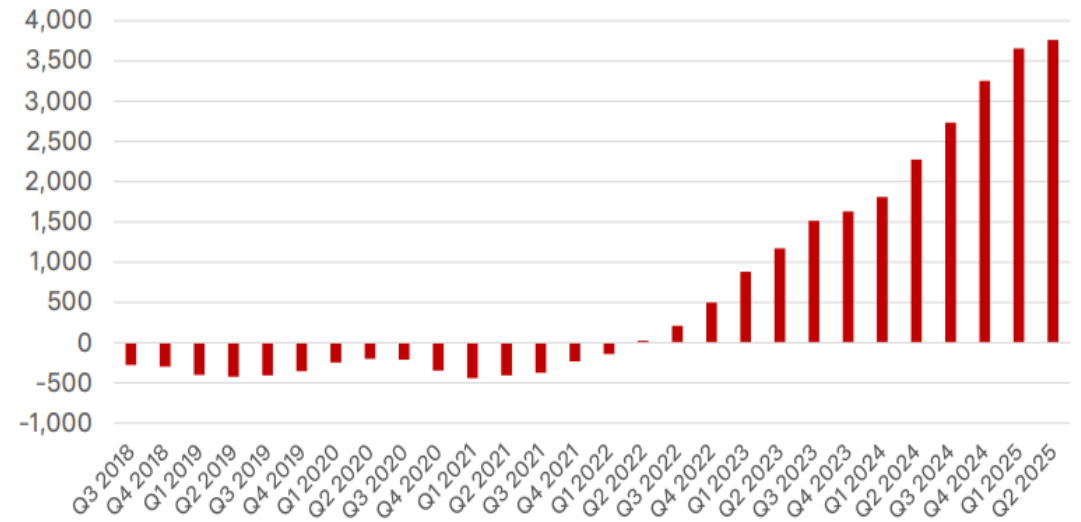
Top 3 Prospects



- Large physical facilities
- High energy demands
- Long term energy infrastructure focus
- Pressure from shareholders to invest in sustainability

Sales Territory Potential

- **Energy Storage Scale:** Megapack and Powerwall now drive a significant share of Tesla's profit
- **Rising Power Demand:** Data centers and industrial sites always require on-site energy
- **Cost Volatility:** Storage enables peak shaving and predictable energy spend
- **ESG Decarbonization:** Clean energy without sacrificing reliability



Energy and Services and Other gross profit (TTM; \$M)



Outreach Methods and Tools



Scalable
Keep it Brief
Tailor to persona



Start
relationships
More personal

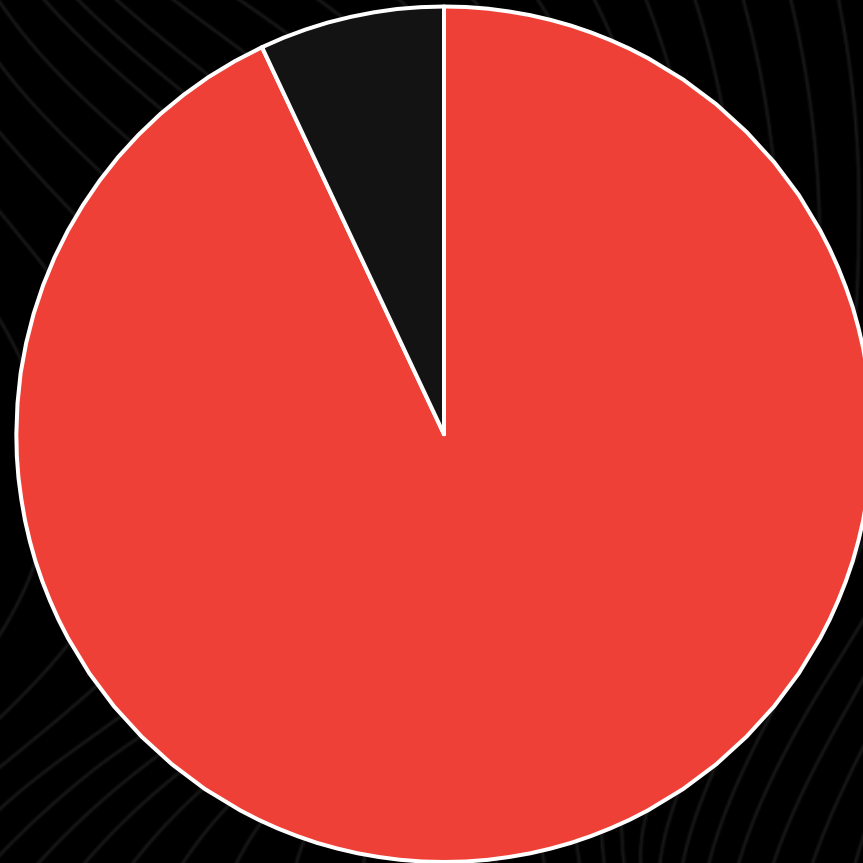


Industry
Conferences
Trade Shows
Dinners

COLDEST

WARMEST

B2B Marketing: Form of Contact



■ Email ■ Other forms

Outreach Tactics

Month 1 – Awareness

- Personalized intro email (cost savings + resilience focus)
- Call facilities/energy manager

Months 2–3 – Engage

- Discovery call + energy needs assessment
- Site visit or virtual demo

Months 4–6 – Convert

- Custom ROI/payback analysis
- Contract discussions
- Monthly check-ins

SAMPLE EMAIL: Google Head of Advanced Energy

michael.terrell@gmail.com

Suggestion for cutting energy costs

DIRECT SUBJECT LINE

Appeal to Persona

Michael,

I noticed your emphasis on the hard part of 24/7 CFE being the last few hours, not the averages. I noticed that same trend creating unnecessary peak exposure at advanced data centers. Tesla Energy is helping teams like yours use storage + real-time load control to smooth those gaps and quietly lower costs without compromising CFE goals. Happy to share a concrete idea.

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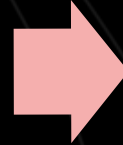
Best,
Tesla Energy

Conclusion/Summary



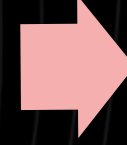
Identify targets

- Data centers etc..
- Amazon, Google, General Motors



Outreach/ Generate leads

- Build Relations
- Succeed through numbers



Close the deal

- Monthly Check-ins
- Contract discussion/ Needs Assessment

Assessment

Partner
With Us



References



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Centagon

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