

GEORGIA 
POWER

A SOUTHERN COMPANY



Residential Sales & Service

A man in a brown suit and tie is talking to a family consisting of a man in a plaid shirt and glasses, a woman in a denim shirt, and a child. They are in a home setting, looking at some papers. The background shows a house with a window.

KNOW THE MARKET

“We’ll know what our customer’s want and think better than our competitors do.”

◀ Strategy ▶

“Marketing goals will be linked to the company’s financial goals.”

MAKE
MONEY



*“Branding and marketing strategies
are being linked.”*



◀ Strategy ▶



DRIVE

REGULATION

“We want to help shape the rules.”



Strategy

Goals



Residential Heat Pump Sales

1999 Corporate Goals

1999 Region Goals

1999 Residential Vision